

V O G U E



FABRICS • FASHIONS FOR SCHOOL

AUGUST 15, 1934
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BERMUDA BELONGS TO YOU

● Bermuda belongs to the Bermudians, but it also belongs to the whole world . . . for every man and woman who values the finest, most beautiful things of life will want to visit these islands at least once. Not to have seen them is to have missed an unforgettable experience . . . so we remember that Bermuda belongs to *you*, and that it is precious.

It is one of the few places left in the world where scenic charm is lovingly preserved and where restfulness is unmarred by the din and grime of urban life. Here you find no automobiles, no factories, no out-of-door advertising, and the remote situation of these islands ensures privacy and safety. The summer and fall climate is noted for its freedom from heat waves, rainy periods and hay fever. The average is 77° during August and September.

If time or cost may have seemed to be reasons for deferring the Bermuda adventure, you need wait no longer, for this mid-ocean Eden is now within 40 hours of New York and Boston by luxury liners, the round-trip costs as little as \$60 and hotel rates are now at their lowest. Your American dollars buy *full value* here, and you need no passport + + +

For beautiful Bermuda booklet, free and postpaid, consult any travel agency, or Furness Bermuda Line, Munson Steamship Line, Canadian National Steamships, or Bermuda Trade Development Board, 230 Park Ave., New York. In Canada, 105 Bond St., Toronto. + + + +

BERMUDA

IT IS *Dangerous* TO FORGET

A pretty girl, a charming girl, well-dressed, witty and sympathetic—but she never gets asked anywhere. What's the trouble? She'd give a lot to know . . . and so would thousands of other girls like her . . . yet even her best friend wouldn't tell her . . . After all, the subject *is* rather delicate.

. . .

Halitosis (unpleasant breath) is the unforgivable social fault. The tricky thing about it is that you yourself never know when you have it. Moreover, you are more likely to have it than not, for the reason that many cases are caused by the fermentation of tiny bits of food the tooth brush has failed to remove.

Therefore, don't assume that your breath is okay. Don't take foolish chances on offending others needlessly. It is so easy to render your breath wholesome and agreeable with Listerine.

This safe antiseptic and quick deodorant quickly halts fermentation, the cause of odors, and then attacks the odors themselves. Deodorizes hours longer, too.

If you wish to be welcome to others, keep your breath agreeable. Use Listerine morning and night, and between times before social or business engagements. It's an investment in personal attractiveness. Lambert Pharmacal Company, St. Louis, Missouri.



Before any
social engagements use
LISTERINE
to end halitosis
(unpleasant breath)

She: "Our first date in six weeks. I thought you had ditched me."

He: "I very nearly did—but you've got rid of a fault I used to hate."



ARE
YOU PAYING

Too Much
FOR
WHISKY?

Here's "Inside" Information

Many men have an idea that four or five dollars for a quart of good whisky is a pretty stiff price. It is. Yet they hesitate to pay less on the theory that anything less "can't be any good." ★ That's just where they go astray. Times change, and methods with them. One distiller, with advanced methods and equipment, can produce whisky at a fraction of the cost of another. Using the same grains. The same fine quality. ★ This, in substance, is why the largest distillery in the world—Continental—can offer RITTENHOUSE SQUARE—a fine 100 proof Straight Rye Whisky far under prevailing prices for straight whisky. Buy a quart of RITTENHOUSE SQUARE—and convince yourself of its quality.

Distilled, matured and bottled by Continental Distilling Corporation, Philadelphia. Also Distillers of Diplomat 100 Proof Straight Bourbon Whisky and Dixie Belle Distilled Dry Gin.

RITTENHOUSE
Square
STRAIGHT RYE WHISKY
RYE
100 PROOF

IT'S THE 100 PROOF STRAIGHT RYE WHISKY AT EVERYBODY'S PRICE

This advertisement is not intended to offer this product for sale or delivery in any state or community wherein the advertising, sale or use thereof is unlawful.

B. ALTMAN & CO.

a. navy with navy and red; brown with brown and orange; suits, 3 to 5; dresses 3 to 6 and 7 to 12

b. navy, rust or forest green with roman striped border; suits 3 to 5; dresses 3 to 6 and 7 to 10

c. copen, almond green or copper with pin stripes around neck, cuffs and hipband; suits 3 to 5; dresses 3 to 6 and 7 to 12

d. navy, copen or brown with multicolor stripes; suits 3 to 5; dresses 3 to 6 and 7 to 10

introducing . . . Balta-Knits

. . . Altman copies of English classics for children . . . of fine zephyr wool . . . featured by Altman, and nobody else in New York . . . priced remarkably low . . . 4

styles, each in 3 size ranges:

for little brothers, sizes 3 to 5 . . . 3.95

for little sisters, sizes 3 to 6 . . . 4.95

for older sisters, sizes 7 to 12 . . . 5.95

berets to match 85c and 95c

CHILDREN'S AND GIRLS' APPAREL — SECOND FLOOR

RAYON BY

DU PONT



The Royal Guard is exclusive with Mallinson



SALUTE...THE ROYAL GUARD

Gallant costume for the first town season. Gallant colors and soft. This is Du Pont Rayon and wool as Mallinson weaves it. Smooth, wool dull, cool, and Aqua-sec processed, which means water spot proof and perspiration repellent. One sensitive soul designed both the plaids and the costumes. The touch is perfect! Indian autumn colors in sizes 12 to 20. Left, "The Little Plaid," 19.95. Center, "The Sharp Plaid," 19.95. Right, "The Big Plaid," 16.95. Sold exclusively by one store in a city from coast to coast

Carolyn
MODES



"There is only ONE Wamsutta"

Take the GUESS out of your Guest-Room Beds WITH COOL, SMOOTH WAMSUTTA SHEETS

THERE is a reassuring welcome, an invitation to really *sleep*, for the lucky guest who finds a bed made with these lighter, cooler sheets and a smooth Wamsutta pillow case to top them off.

But how about yourself? Why should you toss and turn in heavier, coarser sheets when sleep means so much, these hot nights?

"Our other sheets cost less," you say. They probably did, to start with, but have you ever

figured out how much more a week's wash costs you with sheets that may weigh half a pound more than Wamsutta and that aren't going to wear so long?

You might try adding that up for a while some night when you can't sleep — and, the next day, see how reasonably you can buy Wamsutta at your favorite department store.

WAMSUTTA MILLS, *Founded 1846*, New Bedford, Mass.





Revillon Frères

HAT BY LILLY DACHÉ

FIFTH AVENUE AT FIFTY-FOURTH

Broadtail's classic beauty crested by Vionnet's dashing twist of silver fox... one of Revillon's perfect formal coats for Autumn

I. MAGNIN & CO.

Luxurious woollen ensemble, richly trimmed with
sable-blend martin. Blouse of Pompadour taffeta.
Created by Hattie Carnegie, whose creations are
exclusive with us in California.

+ + +

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Oakland	Seattle	Santa Barbara	Montecito
Palm Springs	Coronado	Del Monte	

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A STROKE OF BEAUTY



THE RHUMBA . . . a graceful Gabardine Oxford, introduces gleaming patent leather trim. Available in Black or Brown.

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Matrix Shoes have the balanced appeal of outward beauty and inward comfort . . . a double magic! Within every pair of these shoes, "your footprint in leather" contributes to your pleasure. For this patented sole . . . faithfully moulded to the natural lines of your foot . . . assures healthful, joyous comfort as you go, and accents the very style of your shoes with every step you take . . . Please write for our New Fashion Announcement and we will send you the name of a store near you where you can find an assortment of Matrix styles and sizes. E. P. Reed & Co., Rochester, N. Y. Matrix Style Studio, 47 West 34th St., N.Y.C.


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AT \$9.00 AND UP

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Shoes

CREATED  BY REED



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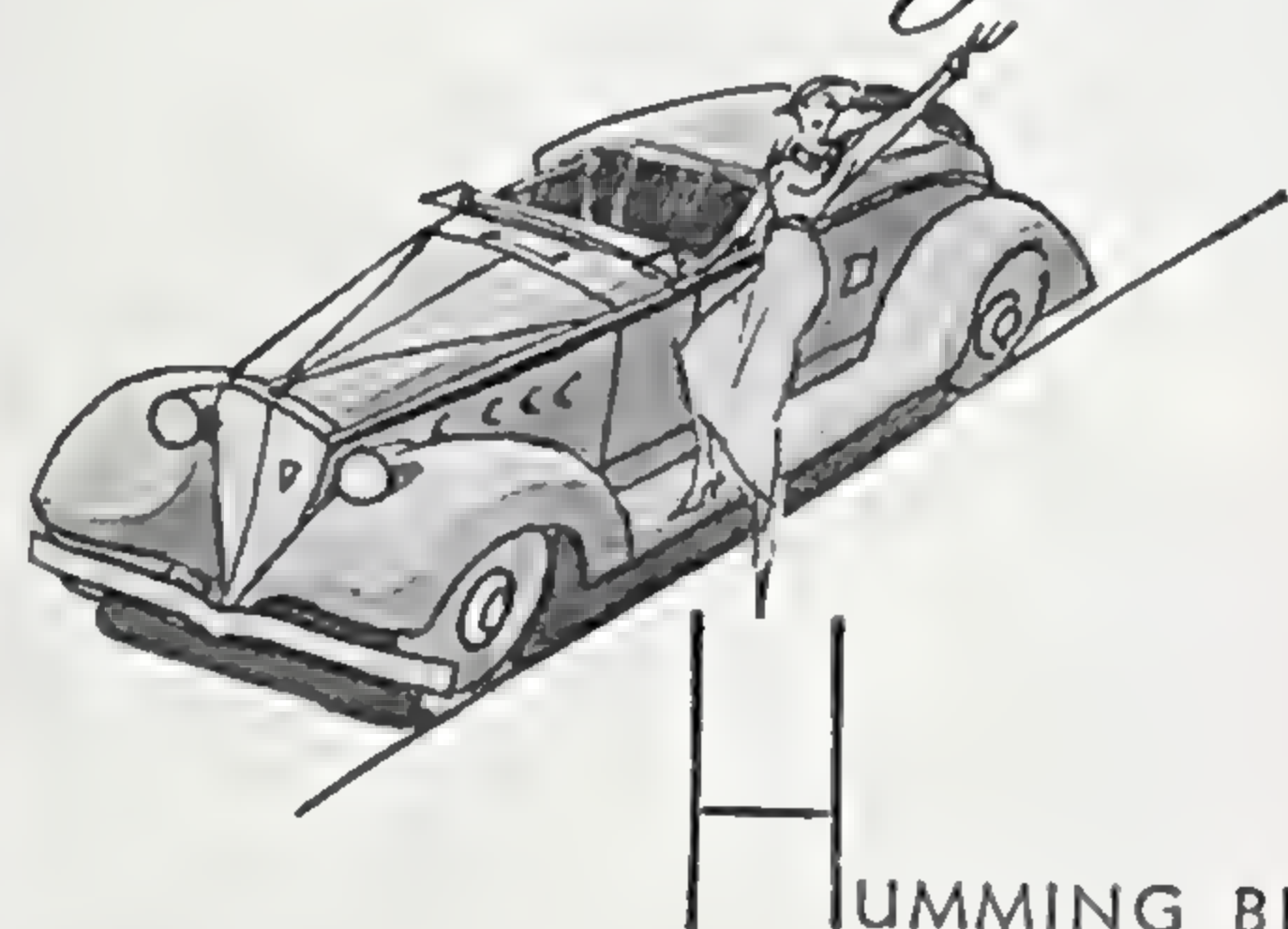
HUDSON SEAL FOR EVERY AGE AND OCCASION

**dyed muskrat*



Dress Designed by McClelland Barclay

WATCH Your Hosiery "Mileage"



HUMMING BIRD

Hosiery is like a motor car—something luxurious to get around in. But don't be entirely carried away by its streamlined beauty, rich colors, free knee action and fancy gadgets . . . Consider Humming Bird's "mileage"—its dancing, golfing, strolling, on-again, off-again, wash-again wearing quality.

Here's why Humming Birds make endurance records: The silk is of supreme grade. The thread is highly twisted to prevent fuzzing. The fabric is close-knit, soft, elastic. Seams are firmly overcast. Toes and heels are reinforced. Humming Birds are knit to your size—not stretched; and they are long enough to be on easy terms with your supporters. Every pair is closely inspected, cellophane protected.

Eight good Humming Bird styles for fall. Popular prices. In stores of the better class everywhere.

Humming Bird

WOMEN'S FULL FASHIONED
SILK HOSIERY *Exclusively*



Distinguished Shoe Fashions

FOR TOWN AND COUNTRY WEAR

FABRIC COURTESY OF FORSTMANN WOOLEN COMPANY

The "Aberdeen", a new shoe creation. Designed to harmonize with the colorful tweeds which fashion decrees for town as well as country wear this fall. It is a really smartly-styled shoe—snug fitting and comfortable—one of a new line offered by Laird, Schober, and sold by better stores.



Laird, Schober

Three lovely coats



to turn your thoughts to

Alaska Sealskin

The fresh and youthful cut that has made *Jack Zimmerman*, American fur designer, so widely known, finds grand expression in *Alaska Sealskin*. Here are three very classic, very chic models for next Winter, in this fur that has caught on so dramatically with smart young people. Designed exclusively for a few "high-fashion" stores throughout the country—and in a limited edition. Lustrous Black or Rembrandt Brown.

• *Left*—A slim, versatile, belted coat of ALASKA SEALSKIN that plays up the charm of modern young matrons. You'll love the way this supple fur gracefully obeys every last drape ordained by the designer in the jabot-revers, where custom-sewn inverted pleats burst into rippling fullness.

• *Center*—ALASKA SEALSKIN looking very gracious and distinguished for all informal wear. This light-weight, long-enduring fur is perfect for svelte, slenderizing lines. That lapel-cornucopia is formed by double revers looping back . . . and the whole collar can snuggle up or drape down.

• *Right*—If you want to look young, demure and appealing choose this swagger ALASKA SEALSKIN. Irresistible—that Quaker collar, tenderly pleated by hand so that the edge can roll up like a pie-crust; that row of fur buttons (with hand-sewn buttonholes) marching down the center-front.

These three exclusive JACK ZIMMERMAN coats in Alaska Sealskin may be purchased at the following stores

● ALBANY, N. Y. W. E. Walsh & Son
 ● ATLANTA, GA. Rich's, Inc.
 ● BOSTON, MASS. R. H. Stearns Co.
 ● BUFFALO, N. Y. M. Ullman, Inc.
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 ● MILWAUKEE, WIS. Reel's
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Flying colors...*"We want genuine silk!"*
 Beat of drums...*"We want genuine silk!"*
 Flourish of trumpets...*"We want genuine silk!"*
 Women's voices from all over
 the country...*"We want genuine silk!"*

The
SILK PARADE
is under
way!

THE SILK PARADE IS UNDER WAY! Everyone is demanding genuine silk—because of its incomparable wearing quality...because it cleans dependably and retains its shape...because it is priced more reasonably than ever before. And because it is so very smart! The French couturiers, the American designers, the makers of hosiery, lingerie and other accessories, and the manufacturers of fabrics for home decoration have joined forces to make the Silk Parade the most colorful, exciting fashion event in years. Already the shops are showing these creations. About September 15th the smart stores in your city will present a *special* Review of the newest ideas in *genuine silk*. See them. Join the Silk Parade yourself! And when you buy crepe, taffeta, satin and other fabrics that look like silk—ask for silk and be sure you get *genuine silk*.

It's not silk unless it's **GENUINE** *silk*



LOOK FOR THE INTERNATIONAL SILK GUILD LABEL ON PURE DYE SILK



Gould Studios

Most women want their first Fall frock to be the backbone of their wardrobes. So we made these Golflex styles to fill the bill. Correct, simple and colorful . . . Just right to wear from August, straight through the winter with quality that will be more and more appreciated as the season goes on.

It looks like a two-piece, but is actually a one-piece frock. Fashioned in a colorful, pure Zephyr woolen of hand-woven appearance, and trimmed with self-fringe and bright buttons. In brown, black or green with contrasting stripes. Sizes 12 to 20 . . . \$16.95

Lapels without a collar lend a new and trim neckline to this double-breasted frock. The buttons and piping in bright color emphasize the charm of its soft tweedy fabric. In brown, wine, green and oxford tones. Sizes 14 to 40 . . . \$16.95

An adorable street frock, fashioned in Fall's smartest Monotone-Plaid crepe. A shirred inset and classic buttons magnify the refinement that appeals so strongly in this dress. In black, brown, green and rust. Sizes 12 to 20 . . . \$19.95

GOLFFLEX

AT LEADING STORES THROUGHOUT THE COUNTRY



McClelland Barclay

FAMOUS ILLUSTRATOR · AUTHORITY ON THE AMERICAN TYPE

DESIGNS *an* ORIGINAL GROUP *of* DRESSES

for YOUNG AMERICANS

With an enviable record as artist and illustrator, McClelland Barclay has marched upon another creative field and returned victorious. Not that bringing smartness to young Americans is a new enterprise with him. If you're familiar with his famous Fisher Body Girl you remember the spirited originality of her clothes and the perfect poise deriving from her knowledge of being correctly dressed.

Mr. Barclay has always designed the dresses seen in his work. But now, for the first time, he has arranged with a well known member of the Fashion Originators Guild to bring his exclusive creations to all who admire them at prices well within the average budget.

For the three dresses shown here Mr. Barclay has chosen a special suede jersey from the looms of William Heller, Inc., not only because this fabric is so soft, supple and full-bodied, but because it is so beautifully adapted to field, office and college wear. If you cannot find the McClelland Barclay fashions in your city write to Star-Maid Dresses, Inc. 498 Seventh Avenue, New York, for the name of nearest retailer featuring them.



A Wonder Stocking HAS ARRIVED !

Garter-bumps are out . . .

A new freedom is in!

KNEE-HIGH—the most dramatic stocking in years—reaches just to the knee . . . has its own knit-in “Lastex” garter . . . is cool, comfortable, practical, self-supporting, and highly styled.

For street or campus, for office or home, for sports or evening, KNEE-HIGH is the perfect modern stocking.

Available in daytime chiffons and evening sheers at 85c, \$1, \$1.25—in five correct new shades. If not yet shown at your favorite store, write Holeproof . . . New York . . . Milwaukee . . . San Francisco . . . or London, Ont. . . mentioning the store's name.

HOLEPROOF

Trade Mark Reg. U. S. Pat. Off.—Patent Pending

KNEE-HIGH

with knit-in “LASTEX” garter

LASTEX FOUNDATION GARMENTS BY LUXITE



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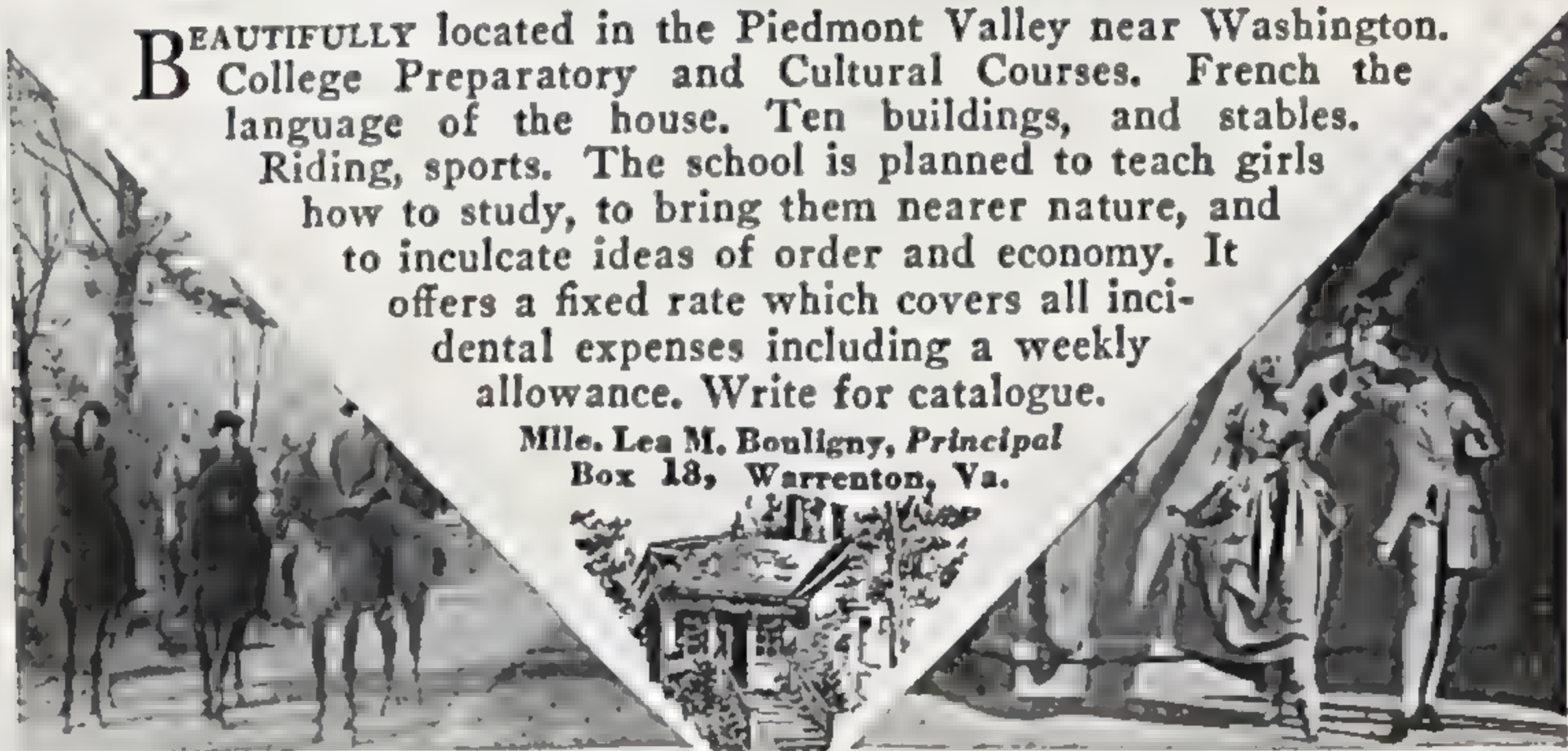
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GIRLS' SCHOOLS

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In addition, Vogue's School Bureau is glad to give you personal help on your individual problems. Twenty years of successful service have made it an authority in the school field. Call or write Miss Marian Courtney, Room 1928, Graybar Building, 420 Lexington Avenue, New York City. ... Telephone: MOhawk 4-7500.

Current Events

1829—1934

One of the oldest schools for girls in New England, Abbot Academy of Andover, Massachusetts, believes in the importance of history as it happens. The dinner table is the scene of the study. Each evening, one girl is selected to give her own six-minute résumé of the day's events—a dormitory Lowell Thomas, as it were. It's excellent training in public speaking. Many an outsider would be surprised to discover that the heated discussions which follow are not concerned with the usual schoolgirl topics of clothes and parties. The "log cabin" campaign of Harrison ... the N.R.A. ... and all the events between ... have been threshed out pretty thoroughly at the Abbot dinner tables.

Down With Divisions

History isn't just dates ... and English isn't just languages. All subjects overlap. Recognizing this fact, Friends' Central School of Overbrook, Philadelphia, Pennsylvania, has united its history and English departments. They call their plan *The Enterprise for the Enrichment*

SCHOOLS ABROAD

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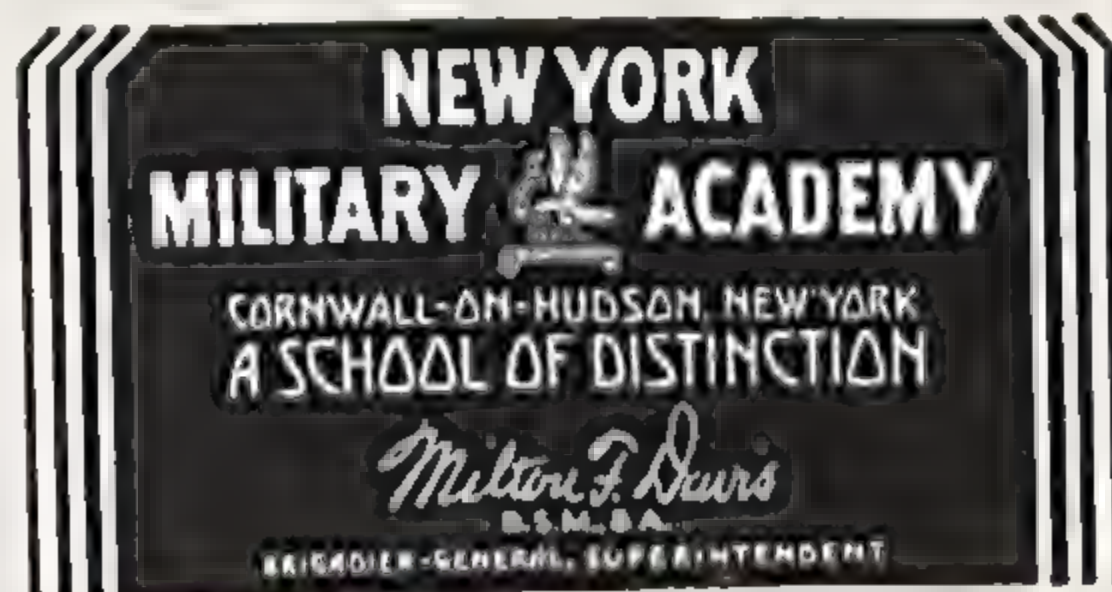
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Shops to know

■ ■ No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on this page. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.

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Vogue Cover

Restoration



• Just about a month ago, the Fifth Avenue Hotel, down on Fifth Avenue and Ninth Street, went in for a bit of restoration in the form of a bar and an Amen Corner. This may seem puzzling to you who are not in the habit of connecting such a word as "amen" with such a thing as a bar. But the old Fifth Avenue Hotel, up on Twenty-Ninth Street, had both, and the present Fifth Avenue Hotel is carrying on the tradition. The Amen Corner got its name because Thomas Platt, Republican Boss of New York State, used to utter his dicta there and his A-Men—early version of Yes-Men—would sit there and echo everything he said. (He was also the Platt for whom the Platt Amendment was named.) Mark Hanna, "Czar" Reed, Chauncey Depew, and other important men of those days used to meet there.

The new bar and Amen Corner, in the present Fifth Avenue Hotel, perpetuate their ancestor with the addition of a modern improvement. The side of the room facing on Fifth Avenue has been opened out on that street, and the side-walk restaurant that fronts the Hotel has been prolonged to stretch across in front of the bar-room. The whole thing looks Continental and gay and is a good place to go for an excellent lunch (from about sixty-five cents to about eighty-five cents), tea, cocktails, or dinner (from about a dollar to a dollar and a half).

Panorama

• One of the places I keep going back to, every so often, is that old romantic spot called "The Port of Missing Men." As you probably know, the Port is a farmhouse on the top slopes of Titicus Mountain, near North Salem, New York, and got its intriguing name twenty-seven years ago, from the book by Meredith Nicholson, that was a best-seller at

that time. The drive up there is full of promise of the view you'll have when you arrive.

The Port serves luncheon, tea, supper, and dinner—à la carte or table d'hôte. (Table d'hôte dinner costs about two dollars.) The view from the open porch—where you may dine if you like—or from the enclosed dining porches is one of the loveliest in this part of the country, and certainly does nothing to detract from the goodness of the food. After dinner, you can wander out to the top of the hill, and, leaning against a big rock, watch the sun go down.

Top of the world



• Until some big promoter decides to charter the Graf Zeppelin, anchor it high over Central Park, and run a night-club de luxe, the bar on the Empire State will remain the highest bar of its kind in the World. It's rather fun to shoot up there of an evening—and if you go between nine and twelve, you'll find Walter Witko and his orchestra, on account of you might want to dance. This orchestra-and-bar idea is a good one. Somehow, when you buy over a dollar's worth of view, it's pleasant to intersperse it with a bit of tipling and toddling.

Brittany

• An amusing place, of the "atmosphere" school, for luncheon or dinner (and very inexpensive) is La Paimpolaise, up on Fifty-Third Street, between Madison and Park Avenues. Go straight through to the back, and on into the little covered garden. The decorations on the pale blue garden walls depict a Brittany village water-front, with all the natives standing on the sea-wall and boats with coloured sails riding gently along. The waitresses are dressed in peasants' costumes, with little lace caps and fancy aprons, and the combination waiter-and-maitre

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d'hôtel wears a Breton sailor's suit and cap. The *pâté de maison*, and the *omelette à fines herbes* are very nice. A sprinkling system up on the roof of the garden keeps the air beneath it pleasantly cool.

Fish and flowers



• A couple of months back, we started a Flower Game—wherein we listed several very fine destinations in the form of botan-

ical gardens and nursery displays that are a pleasant driving distance from town. Here are two more.

At Saddle River, in New Jersey, is William Tricker, Inc., specialists in things aquatic. From June until the first frost of autumn, the pools are filled with a gorgeous flotilla of tropical water-lilies. With special display gardens of choice pools with flowers and rocky or mossy borders, you will be tempted into sinking a lake in your own garden and growing a crop of sacred Egyptian lotus that will make Cheops turn over in his pyramid from sheer envy.

This garden has also one of the best collections in the country of colourful fishes, for pool or aquarium. The permanent display of fanciful fish is an object lesson on how to construct aquaria that will house contented fish and be highly decorative additions to any room. Being somewhat of a fish fan myself, and having always craved a *salle de bain* with set-in panels of living fish in huge wall-size containers—I very nearly went off the deep end when I let myself contemplate the prospect of a panel of veiltail moors flanked by a panel of calico fringe tails and angel-fish, respectively. William Tricker, Inc., being the experts they are, have ever so many good suggestions on flora and fauna for your outdoor or indoor pool and will go to no end of trouble to explain to you the intricacies of fish and flower fancying.

The second item of interest to motorists is the Outpost Nurseries, at Ridgefield, Connecticut—a beautiful place. The owners specialize in ornamental plants of all kinds, with everything from evergreens for border, ground covering, hedge, or background, to fruit-trees and perennials.

If you are a member of a nearby Garden Club, the chances are that you and your club have already been invited to visit the Outpost Nurseries. But at any time you go there, you'll be struck by the beauty of the place and by the great variety of attractive things they suggest to do with landscape spaces designed in shades of delicious green. "FLANEUR"

THE GOURMETS' GUIDE

The Gourmets' Guide gives you a list of the best places in New York—where you may dine both wisely and well.



RESTAURANTS

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Modern Air conditioning. For Reservations VANDERBILT 3-7897.

HOTEL ALGONQUIN RESTAURANT—Rendezvous of the literary and theatrical world. Luncheon, Cocktail Hour, Dinner and After Theatre Supper. 59 West 44th St. Reservations VANDERBILT 3-2500.

RESTAURANT KUNGSHOLM—142 E. 55th St. Coolest place in town, featuring famous Swedish Hors D'Oeuvres. Luncheon, Dinner Prix Fixe. Choice wines, liquors. Cocktails Par Excellence. Res. MU. 2-9066.

JANE DAVIES RESTAURANT 145 West 55th Street
Luncheon 50c 60c 75c Dinner \$1.00 \$1.25

MADELEINE RESTAURANT—26 E. 54th St. Where society goes to "see" and "be seen". Cuisine Parisienne, finest wines and liquors. Luncheon, cocktail hour, dinner, supper. Artistic entertainment. EL. 5-9020.

MARY ELIZABETH'S, Fifth Ave. at 36th St. Here the food is very good indeed. Strictly American cookery, expressed in the highest terms. Between dinner & theatre a delightful Game Room for pleasant relaxation.

L'ESCARGOT D'OR—"GOLDEN SNAIL" 254 W. 54 St.—16th Floor. Where it's cool & breezes blow. Frog's Legs, Snails, Cuisine Française. Entertainment. Dancing. No Covert. No minimum. CO. 5-9861.

FRANCES LYNN—10 WEST 55th STREET. The place all economical New York is talking about! Dine in our open garden just off 5th Ave. Luncheon 35c and 50c. Dinner 55c, 75c and \$1.00.

SCHRAFFT'S, 556 Fifth Ave., has always been a good place for luncheon, tea, dinner, supper. Now it is a smart, convenient place to meet friends for cocktails. They are as good as the distinctive food.

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. EL. 3-8887.

BELLA VISTA PENTHOUSE—139 E. 57th St. New York's delightful terrace restaurant. Dining and dancing where cool breezes blow. Luncheon, dinner, supper. Featuring Consuelo Flowerton, Paul South, saucy songster, Arthur Bennetti Orchestra.

JANET OF FRANCE—237 West 52nd St. Specialty of "Soupe à l'oignon" (Onion Soup) & "Crêpes Flambee." Strictly cuisine Française in the warmth of Janet's hospitality. Open air garden. Columbus 5-8717.



SMART CLUB

LEON & EDDIE'S—33 West 52 St. Featuring sly Eddie Davis, the star who entertains stars. "April in Paris" their cool open air garden, dancing & entertainment thru luncheon, dinner, supper.



DISTINCTIVE BAR

RITZ-CARLTON—Madison at 46th. The Ritz Bars—the Ladies' Bar opens on the lovely Japanese Garden, especially popular for dinner this year. The Men's Bar, for their exclusive use, is cool and quiet.



CAFES

PAVILLON MARGUERY—270 PARK—WI. 2-8494
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PARK LANE GARDENS—"Round The World Bar" for drinks of every country. Prix fixe and à la carte luncheon, dinner, supper. Dancing. Park Avenue at 49th Street. Wickersham 2-4100.

THE BARCLAY—111 East 48th Street. The Barclay Café—most attractive of all the bars. Popular before luncheon, at cocktail time, and after the theatre. Soft music, delicious hors d'œuvres.

ST. MORITZ—on-the-park, 50 Central Park So. St. Moritz Café de la Paix—America's first real sidewalk café. Cocktail Hour in La Potinière. Dinner and supper, "dancing in the breeze"—the Sky Gardens.

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HEINZ CONSOMMÉ

VOGUE

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AUGUST 15, 1934

VOGUE COVERS THE TOWN	16j-16k
VOGUE'S-EYE VIEW OF THE MODE	19
COMTESSE GÉRARD DE MOUSTIER.	Frontispiece
PARIS UNDER THE FRENCH	21-25
PARIS BY NIGHT	26-27
DOWN IN FRONT	28-29
AMERICAN SUMMER	30-31
GIRLS ON THEIR OWN	32-33
BY THE YARD	34-35
RIBS AND CHECKS	36-37
PLAIDS AND STRIPES	38-39
WOODLAND SHADES	40-41
BROADTAIL AND MINK	42
COMEBACK IN SQUIRREL	43
NEWS FROM PARIS	44-45
I'M OFF TO SCHOOL AGAIN	46-47
CAMPUS LEADERS	48-49
OAKPOINT	50-51
GROWING THINGS	52-53
MAKE YOUR MUSCLES SELF-SUPPORTING	54-55
METAL GLEAMS BY DAY AND NIGHT	56-57
WOOL IN TOWN	58-59
FINDS OF THE FORTNIGHT	60-61
DESIGNS FOR DRESSMAKING	62-63
TIPS ON THE SHOP MARKET	64
ON HER DRESSING-TABLE	66
A MAN'S DRESS PROBLEM	82-83
SCHOOL DIRECTORY	16b-16d
VOGUE'S TRAVELOG	16e-16g
VOGUE'S ADDRESS BOOK	16h-16i
THE SHOPS OF VOGUE	16j
THE GOURMETS' GUIDE	16k



COMPLETELY FABRICATED, EXCEPT FOR HER FACE, IS THE LADY THAT GRAFSTROM DREW FOR THE COVER OF THIS ISSUE. THE CHAIR IN WHICH SHE SITS IS COVERED WITH A DUPONT RAYON AND ACELE CRÊPE (1). HER HAT AND COAT ARE OF FORSTMANN'S RIBBED WOOLLEN (2) IN A NEW BROWN (WANAMAKER). HER DRESS (3) IS OF SHELTON LOOMS' UNCRUSHABLE "MIRACLE" VELVET (LORD AND TAYLOR). IN THE BACKGROUND ARE WAHNETAH'S "TREM-ELO" CRÊPE (4), OF DUPONT ACELE AND SILK (ALTMAN), AND L. AND E. STIRN'S "ZAMBRY" (5), MADE OF THE VISCOSE COMPANY'S SERACETA STRANDS OF FASHION (STERN). SHOPS IN OTHER CITIES CARRYING THESE FABRICS ARE LISTED ON PAGE 70

THERE ARE THREE VOGUES
AMERICAN, FRENCH & BRITISH
MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
ALISON SETTLE-EDITOR OF BRITISH VOGUE

EDNA WOOLMAN CHASE — EDITOR-IN-CHIEF OF THE THREE VOGUES

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Vogue's

eye view
of the mode

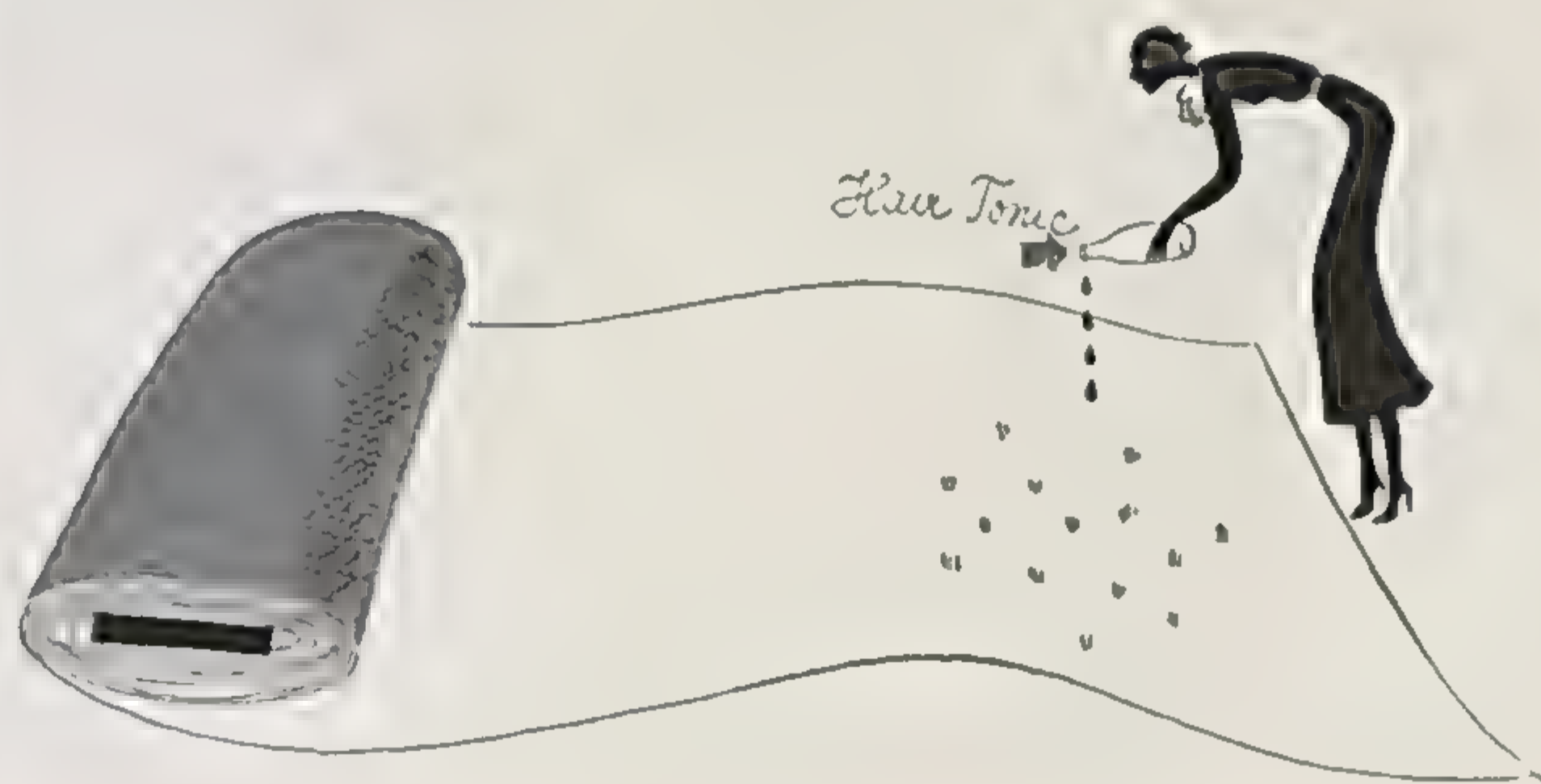


YOU may not be aware of it, but you're on this page. The giraffe is as good a picture as you'll ever have of your adolescent self. Remember the graceful, happy 'teens? Or are you that way now? If so, this is your issue: full of simple wiles to ease the growing pains of youthful vanity. On pages 46 and 47 are school clothes; on pages 48 and 49 are college clothes, Shop-Hound (page 64) is a sputtering mass of suggestions for the boy or girl bound for Higher Education, and on page 32, Miss Margaret Bailey, English teacher at Miss Chapin's School, discusses the new type of filly.

- The tree hardly needs explanation. It's the evolution of that astounding die-hard, the beret. Page 44 shows one, the latest fruit of the tree: so different from its mother-root that you begin to suspect the work of a millinery Burbank who has grafted the original beret onto the cart-wheel and eventually, with horrid glee, produced Version 1934.

- And now Russia is clothes-conscious. That picture at the lower left is the cover of Issue No. 1 of the new fashion magazine published in Russia by the Union of Magazines and Newspapers. "Beautiful dress must be considered an element in modern life to bring joy and psychological fulfilment to the masses," we read (that is, if we can read Russian). We are told that twenty-five thousand copies of the magazine were issued, and there were fifty thousand calls for it.

- Fabrics are growing hair. You will be clothed one moment in hairy tweeds, the next in hairy velvets. The hair is apt to be sparse, so that the cloth itself shows through—not unlike a tender lawn in its first week's growth. On pages 34 to 41, you'll see all the marvellous variations of the new autumn fabrics—the new tricks in texture, colour, weight, and effect.





COMTESSE GÉRARD DE MOUSTIER AT THE BARON DE GUNZBURG'S "1860 BALL"

HORST, PARIS

PARIS

Under the French



THE "GALA BLANC" AT THE FAUCHIER-MAGNAN VILLA AT NEUILLY

THE French have been standing quietly in the wings looking on while foreigners have monopolized Paris for the last few years; but now that the foreigners have retreated from the scene, they have resumed their leading rôles with all of the brilliance and poise of a race sure of itself and the tradition behind it. They lent their beautiful city as a background for the lavish displays of other people; their couturiers designed frantically to satisfy the demands of rich foreign customers; their restaurants and night-clubs supplied the sort of food and liquors and entertainment that the visitors wanted; and the French, realists that they are, accepted the situation and made the best of it, knowing that their city at heart belonged to them. The foreigners brought their cocktails, their Fords, their taste in clothes, and their money to Paris, none of which left any impression on the French, who, with their own deep-dyed characteristics, could withstand centuries of foreign influence and still remain French to the core.

And now, Madame la Marquise has come into her own again after a long spell of Lady This and Mrs. That, and her years of retirement, if anything, have sharpened her sense of beauty and her traditional *goût français*. Paris, herself, as if conscious of the love and appreciation that

her own people have for her, greeted their reappearance with a blaze of light both day and night. The sun has been shining radiantly and persistently—even the week of the Grand Prix, unheard of as that is—, and the whole city glows with importance. At night, the illuminated Arc de Triomphe looks down the Champs-Élysées on the fairy-like flower border made by the new lights in the trees; and all over Paris, the fountains play in pools of light. There has been night racing at Longchamp in a blaze of elegance and flood-lights; canoe races on the lake in the Bois under spot-lights, and all of this light and brilliance and elegance for the pleasure of the French themselves!

Regardless of the present democracy in France, there is nothing that Paris enjoys so much as regal recollections. From the days of "le Roi Soleil" and his magnificent costume balls at Versailles, the French have looked upon such entertainment as of the highest type; something in which beauty, imagination, and tradition could be combined. To them, reviving the splendour of their ancestors is a way of associating themselves indelibly with them.

This season, Baron Nicolas de Gunzburg revived for a night the splendour of the last century when he received his guests at an 1860 "Bal des Valses." The romantic setting of the little island in the Bois, surrounded by trees



MADAME EDOUARD BOURDET AS THE BARONNE MARIE VECZERA



MRS. AUDREY PARR IN RED VELVET WITH GOLD FRINGE

and water, was a perfect background for the glittering, billowy costumes of the women and the rich uniforms of the men.

The guests, who were to portray important personages in Vienna at that time, arrived through the woods and were ferried across to the island, where their host greeted them as the Archduke Rodolph, wearing a green velvet uniform designed by Valentine Hugo. Beside him stood Prince Jean-Louis de Faucigny-Lucinge as the Emperor François-Joseph of Austria, and his wife portrayed the tragic Impératrice Elizabeth. Valentine Hugo made of her an Empress of enchanting beauty in a dress of black tulle and stars of gold that revealed floating panels of vivid colour when she moved; and on her head, a tiny



THE MARQUISE DE POLIGNAC AS LOLA MONTEZ

crown towered over masses of long, tumbling curls.

Monsieur Charles de Beistegui represented the mad King Ludwig of Bavaria, who built the famous fairy-like castles, a theatre at Bayreuth for Wagner, and finally drowned himself in the lake of Starnberg. Madame Edouard Bourdet (the wife of the dramatic author) came as Marie Veczera in a fascinating, if slightly macabre, costume designed by Bérard, the painter. It was made of stone-white tulle adorned with funeral crowns, angel heads, black tulle, and expiring birds. (She is wearing it in the photograph at the left on the opposite page.) Monsieur Bourdet was the Emperor Maximilian, who found such a tragic death in Mexico; and Madame Rolo was exquisite as his mad wife, the Empress Charlotte, in a grey tulle costume from



HORST, PARIS

BARON NICOLAS DE GUNZBURG AS THE ARCHDUKE RODOLPH

Ira Belline (who is the niece of the great composer, Stravinsky).

Despite the doom that had befallen most of these dramatic personalities, their impersonators dined gaily in Monsieur de Beistegui's flat overlooking the Arc de Triomphe. There were no electric lights in the room, but candles burning in every corner gave soft brilliance. The long table was magnificent, lighted with huge gold and silver candelabra and, what with the gold and silver dinner-plates and the pyramid of blue porcelain from Bavaria that was used as a centrepiece, the men in their rich uniforms and decorations and the women in their diaphanous costumes, glittering jewels, and diadems—the whole scene was reminiscent of the grandeur of Vienna in 1860.

Costume ball or whatever form of entertaining it may be, the real French party always has a stage setting—the back-drop is as carefully painted in as a figure in the foreground. At the Comtesse Jean de Polignac's dinner, for example, the moulding of her white panelled walls was outlined with garlands of crimson ramblers, and the columns holding the white marble busts at the four corners of the room were entwined with more of these brilliant blossoms. It was a dinner of visual, as well as epicurean delights. At the Baroness de Rothschild's Tuesday afternoon parties, cone-shaped mounds of cherries made an effective note, spread everywhere about on small tables. The Marquise de Jaucourt decorated her big rooms entirely in red velvet, with pale blue sofas, when she gave a ball for her daughter.

Madame Fauchier-Magnan's Venetian garden in Neuilly, with its fountain and square pool, its huge old trees and old stone steps, formed a (Continued on page 84)

• Here (right) are three of the smart Parisiennes who went to the night races at Longchamp in long dresses and dinner hats. First, Comtesse Elizabeth de Chambure in a black chiffon dress from Augustabernard, a fox cape from Paquin and Agnès' lace hat
• Comtesse de Beaumont (first, opposite page) wore a Vionnet print dress and velvet cape; Suzy hat
• Comtesse de Zogheb wore Chanel's black crêpe ensemble and ermine cape and a feathered Suzy hat





DRESSED FOR THE NIGHT RACES AT LONGCHAMP



THE LONGCHAMP TRACK ILLUMINATED FOR THE NIGHT RACES

SCHALL



PRE-WAR ELEGANCE IN THE DINING TENT AT LONGCHAMP

PARIS BY NIGHT

HERE are further records of the new gaiety in Paris. The sketch at the lower left shows some of the guests at Mrs. Bloomingdale's brilliant ball at the Hôtel Crillon; that at the right shows the new "Bœuf sur le Toit," one of the prettiest of French boîtes

- The photographs were all taken at Longchamp during the night racing—the first event of its kind in France—which all smart Europe attended. The whole course was illuminated by giant reflectors, spotlighting the huge crowd of men in white ties and women in long dinner-dresses and hats, and the horses and jockeys in vivid colours. Dinner was served in a huge tent in the paddock, and the photograph on the opposite page gives a hint of the effect of pre-War elegance that predominated the scene. Feathered hats, especially, were noticeable—and significant as a prophecy of a new millinery mode to accompany long dinner-dresses this winter



KEYSTONE, PARIS



A BLAZE OF FIREWORKS AFTER THE RACES

SÉEGER



THE DUCHESS D'AYEN WORE LELONG'S RED CRÊPE AND BLACK SEQUIN COSTUME



DOWN IN FRONT

• Slouching, slanting sharply down on your nose, J. Suzanne Talbot's favourite toque, "Claude Monet," is a captivating interpretation of the new tricorne. It's of black felt and velvet, with its upturned brim held flatly against the forehead by a flower, and a velvet bow adorning the exposed hair at the back of the head; Jay-Thorpe. Worn with it are velvet and felt gloves, also designed by Talbot, and a sleek tunic of shaved caracal trimly buttoned up the back, from Philippe et Gaston



• Sweeping brims, cut off or turned up in back so that your furs fit snugly around the neck are news! At the extreme left, Rose Descat provides a dashing brim in the front of her felt hat, "746," then turns it sharply up in back; Bergdorf Goodman. Worn with it is Max's twisted silver fox boa

• Maria Guy shears off the brim of her green felt hat in back (left) and uses a black ribbon band to hold it; Bergdorf Goodman. Heim made the mink box-coat

• Below, left, Reboux frankly rolls up a grège angora beret to transform it into a tricorne. Breitschwantz and ermine cape from Max

• Almost pure beret, only slightly tricorne, is Reboux's antelope beret (below, right); from Saks-Fifth Avenue. Max's black astrakhan cape



American Summer



NEWPORT: MRS. J. W. FRAZER, MR. CAMILO ALDAO, COUNT D'ENDIVILLE



NEWPORT: MRS. DOUGLAS, MRS. CUSHING, MRS. PHIPPS, MRS. STEVENS



SOUTHAMPTON: MRS. WILLIAM LAUGHLIN, PRINCE GEORGE, MISS VIRGINIA THAW



LONG ISLAND: MR. AND MRS. CHARLES LANIER LAWRENCE

EVERYWHERE: Mad success of rubber bathing-suits on the Atlantic coast stopping just short of Bar Harbor. (Too cold there) Perennial red, white, and blue best resort colours. Objections of smart summer residents to their chosen playgrounds being called "resorts." Attempts to maintain the casual summer spirit by making large parties seem like small ones. Total disregard of the *grande robe de soir* until September. Concessions to formality made by evening hair-dos—the crazier, the better. Bows, cherries, flowers, or what have you in your top drawer?

LONG ISLAND: On the North Shore, long crescendo of excitement from the United Hunts Meet through a dizzying succession of Annual Events. Big Début Dances (the Garvan's five-thousand, this year); Big Weddings (Guest-McCann); Mrs. Payne Whitney's Greentree Fair; the Charles Payson's Anniversary dance; the Circus Parties.

Remembered: A small dance at Mrs. Dodge Sloane's on the eve of racing history. Wandering Min-



BAILEY'S BEACH: MR. AND MRS. SIGOURNEY THAYER



SOUTHAMPTON: MISS JOAN AND MISS KATHERINE BLAKE AND MR. HENRY HARJES



strels at Mrs. Harvey Gibson's. Fabulous fireworks at the Harrison Williams's. Max Baer at the Jay O'Brien's. Four women in cool red-and-white print at the same party—Mrs. Robert McAdoo, Mrs. Artemus Gates, Mrs. Harvey Gibson, Mrs. James Forrestal.

Gaiety in the rain: The Morton Schwartz's swimming-pool dinner, with some of the gowns turning into Leon Bakst splashes of colour in the shower, and Mrs. Markoe Robertson and Mrs. Carroll Carstairs smiling because they had fresh flowers in their hair that improved. Another shower at the Creek Club Pool dance. Dorothy Fell running inside to save the bow in her hair, and Sarah Jane Sanford to save the much-admired blue print frock which she claimed was a nightgown. The Charles Schwartz's—first of the circus parties, with forty-five guests being moved indoors to dine, at a sudden gust of rain.

The tendency to wear (Continued on page 81)



LONG ISLAND: MISS GLORIA BRAGGIOTTI

PHOTOS BY TONI FRISSELL



NEWPORT: THE ASTOR-FRENCH WEDDING



Girls on their own

by Margaret Emerson Bailey

PARENTS, while making out an income tax to-day, must have a sense of irony in listing their dependent children. Not where it concerns the little ones, of course. But for the older ones, the term has come to mean roof and shelter, board and lodging, a decent education, clothing, an allowance, and some luxuries. But the old return on such investments has evaporated. The voice of authority that once thundered and was heard, now wastes itself upon the wind. Whether it is about their schools, their families, or their companions, whether it is about their amusements, or their reading, or their thoughts, the girls of this generation are markedly frank and fearless, unself-conscious, often humorous about their own social order. They have gone in for free-wheeling; intellectually and emotionally, they are on their own.

Very naturally, they express their thoughts most openly through comments in an English class. In many ways, their remarks are breath-taking to the teacher who lets them discuss among themselves the books which they are reading and who consequently gets their immediate reaction to the world in which they live.

Not long ago, for example, in order to point out a difference in the social order, I read to a class of girls a story by Mrs. Edith Wharton. This story gave a picture of the old New York which was their own inheritance by right of ancestry and of position. It told of a New York in which people lived their glacéd lives most fitly





by evasions, by suppressions, by methods which were never direct. A woman of fashion had gone to see the man she loved, as he lay dying, and had been frustrated in her attempt by the oblique politeness of the man's sister and by the formality of the servants. As I closed the book on the woman tragically defeated in her purpose, an eager voice exclaimed: "I know what I would have done. I would have knocked the butler down."

Naturally, I knew that this girl did not mean that she would have carried out her challenge literally. The butler and the servants, even the sister who was formidable in her courtesy, were only bogies of an older order which she felt that she could cope with by mere honesty. What she meant was that no formality, no drawing-room conventions would have baffled her upon a tragic errand. Over Aubusson carpets, past gilt chairs, up the black walnut of a Victorian stairway, she would have sped until she reached the sick-room. But with this reservation only: that never would she have got herself "in such a jam."

Thus, strangely enough, this generation that demands more of a school subject than that it be disciplinary to the mind, rules its own lives by the simplest truth in plane geometry. While a girl of twenty years ago would have thought it more becoming to seem to walk away from what she wanted, for young girls of this age, the straight line is the shortest distance between two points.

If you wish to hear this truth brought out, listen to a



group of mothers who are talking of their daughters' futures. Let one of them be so old-fashioned as to say, "Mary thinks right now that she wants to be an actress." Or it may be a costume designer, or a writer, or a landscape-architect, since their desires are legion. Mary, if she is present, will intercept firmly and politely, "Pardon me, mother, but please don't say I think right now I'm going to be—I've made my plans." And it will develop that Mary by herself has gone thoroughly into her own preparation, has begun to direct her studies towards her end, has secured the right catalogues to colleges, and begun to see the right people about the goal she means to reach.

Even the girl with no especial bent is frankly critical, frankly eager to be convinced, and will ask a teacher what is the cash-and-carry use of the tuition being spent on her in a good private school. She may appreciate the chance for companionship which has been offered, the opportunities to try herself at athletics, the cultural value of some courses, the practical use of a course in household economics that teaches her to manage and to budget her accounts. Whether due or not due to the depression, the old-fashioned lessons in cooking and in sewing are fast coming back. But more and more girls are questioning their own ability to earn a living. More persistent become the demands for a good course in stenography, for business training. Even though one tells these girls that the market is well glutted, they insist that there must be something else that could be taught to make them useful. "After all these years in school, what would I have to be?" they'll ask. "A nursery governess, the companion to an old lady? Why, even at that, I'd be a bad risk to take."

Humble as they are about their earning capacity, they often seem self-assured, even cocky when it comes to themselves. "You see," one of them (Continued on page 76)

METALS

METAL STRIPES





BY THE YARD



WOOLLENS for your coat will be of a granulated or duvetine type, with diagonal or vertical lines or with the very new monotone jacquard effects. Those for your suit or informal ensemble will be tweedy and hairy; or rough and with a bark-like surface—in solid colour or two tones of the same colour. Those for your dresses will be thin, ribbed, often hairy, and sometimes faintly puckered. Plaids, stripes, and checks are numerous, and dotted wools, especially, are smart. Some wools are woven with Lastex and have a blistered, puckered effect that is very new. Wools are combined with satin, velveteen, taffeta, or lamé. Favourite colours for suits and coats are brown, green, en-tout-cas red, dark blue, oatmeal, and Oxfords. Most exciting of all, dark wool is a new evening fabric for dinner-suits—so thin and soft that you'll hardly guess it is wool.

SILKS have a new flatness and subtlety in their weave—dull crêpes, cantons, canvas textures, ribbed surfaces, and small, pebbly effects. Some new daytime silks have a knitted look. With a brown coat, wear a silk frock in that new greenish-gold, or taupe-beige. If your coat is green, wear mustard-yellow with it. Yellow-green is smart with black; raspberry-red with dark blue. Metal threads its way everywhere—in plaids, checks, and diagonals. Lamés appear all day long—tailored and simple, at their smartest—in scarfs, collars, blouses and dinner-jackets, and in combination with woollens.

RAYONS have new textures, too—hammered surfaced satins, romains, ribbed surfaces—both shiny and dull. Silk and wool are woven with rayon to make an interesting effect. VELVETS are appearing in all sorts of new guises—ribbed, invisibly checked, or with metal threads running through them. And suits of velvet, with jackets of the new tunic length, for street or dinner, have a fresh, dramatic charm.

Stehli makes the black taffeta powdered with gold dots (top row, left) Skinner's black ciré chiffon has round dots of gold thread (second) Mallinson stripes a gold-and-green tinsel brocade diagonally (third) Onondaga made the black sheer silk crêpe plaided in silver thread Openhym calls a sheer, dull-looking velvet "Karess" (second row, left) Openhym's "Regavel" is a high-lustred velvet with a tiny silver stripe Manchester made this plaid velveteen in luscious shades of soft rose L. and E. Stirn's "La Tosca" has a Dupont rayon pile with a silk back Haas stripes a black crêpe with gold threads (bottom row, left) Shelton Looms makes a silver cloth with stripes of pale pink ciré silk Stehli's black heavy sheer is diagonally striped with gold threads Wager and Hirsch put gold pin stripes on pure-dye white silk satin

SHOPS WHERE YOU CAN BUY THESE MATERIALS ARE LISTED ON PAGE 70



1. Forstmann: a twin-ribbed tweed, very soft and smart for autumn dresses. You can buy this tweed in a solid colour, too
2. Of Dupont yarn: a mossy, rust fabric with a suède finish
3. Juilliard: "Bamba," a hairy dress wool with an irregular rib
4. Mallinson: "Crêpe Adrienne," with a raised and woven check
5. Marshall Field: "Beau Monde Twill," a foulard with a small pattern
6. L. and E. Stirn: "Corribba," a new dress fabric, very crêpy and ribbed
7. Cheney: "Frostfleck," a crinkly, flecked silk, very chic for winter dresses
8. Foreman: "Crêpe Cernobio," with a crinkly surface and in the new chow-chow green
9. Kaufman: "Crocodile Crêpe,"—so-called because of its extremely rough, irregular surface
10. Onondaga: broken, raised ribs in a fine silk faille in one of the popular new shades of green
11. Howlett and Hockmeyer: "Skip Wale Corduroy"—a new version of corduroy with groups of fine ribs—very chic for suits, jackets, and coats to wear both in town and in the country
12. Viyella: washable flannel—as smart as it is practical for autumn sports and country clothes
13. George M. Ruth: "Plaid Salerma"—a sheer, soft woollen with a large plaid design for dresses
14. Deering Milliken: "Highlander," a sheer wool with small checks, designed for suits and dresses



RIBS-CHECKS

SHOPS WHERE YOU CAN BUY THESE MATERIALS ARE LISTED ON PAGE 70





1. Of Dupont rayon and acetate: one of the soft mossy crêpes for autumn dresses
2. Forstmann: "Marvona," a diagonal suède-finished wool for your winter coat
3. Forstmann: Mohair tweed, a new tweed mixture that has a double rib
4. Foreman: "Crêpe Montauban," a dress fabric made of Crown Rayon and silk
5. Marshall Field: "Amarelle," a new mixture of Dupont rayon and cotton
6. Kaufman: "Kinkyhair," flat-nubbed tweed
7. Onondaga: irregular matelassé dots on a faille-like crêpe for autumn dresses
8. Kaufman: "Alligator Skin," a rough wool with a hairy surface, for sports coats
9. Juilliard: a thin novelty dress wool with a medium-sized stripe in three colours
10. Celanese: "Canvacel," a flat, basket-weave dress fabric in a wineberry-red
11. Forstmann: a diagonal suède wool coating with a soft, duvetine-like finish
12. Onondaga: a woven, checked taffeta combining three colours, for dresses
13. American Woolen: wool with a large plaid—especially smart for country coats
14. Wahneta: "Feather Taffeta," a new silk with a very smart alpaca effect
15. Foreman: "Crêpe Galzano," a dress material made of Crown Rayon and silk



WOODLAND SHADES

The woodland scene on these two pages will give you a concise idea of the autumn fabric and colour story from Paris—as seen in the houses of Rodier, Meyer, and Colcombet. Almost every green out of the forest primeval is there—greyish moss-green, bluish-hemlock, and pine-greens, yellowish-greens, blackish-myrtle, and cypress-greens, grass-greens, and leaf-bud greens. For green dominates the autumn palette. Next, look at those tawny russet-browns—new falling-leaf shades headed for a great success in the country. Look, too, at that birch-bark beige and cedar-wood shade pasted on the tree trunks. And notice the prune-brown in the lower-left corner—it's a colour of the utmost importance. Navy-blues are in the picture, too, as are cinder-grey and red plaid, black-and-white, and dregs-of-wine. And quantities of gold and silver lamé shine over Paris, adding chic and brilliancy to the winter scene



DESCRIPTIONS OF THESE FABRICS WILL BE FOUND ON PAGE 68



STEICHEN

BROADTAIL AND MINK

The stars of the fur firmament make their bow in two luxurious long coats. The beautiful brown broadtail model has silver fox twisted into soft bulk on the sleeves to form a muff, and a collar buttoned at one side. The mink coat has a rippled collar that is one-sided, too. Both coats from Stein and Blaine; jewels, Black, Starr and Frost-Gorham



Squirrel is staging a big revival this year—and here it is in one of those important fur capes, in natural grey, and particularly chic as to length, flare, and collar. We show it with a green felt hat (double-brimmed and crownless), and green bag and gloves. Accessories and cape from Jay-Thorpe. Terra-cotta figures by Wheeler Williams

COMEBACK IN SQUIRREL



• A rage in Paris - huge berets like Suzy's tucked felt "Picador" (above); Bendel. Creed's wool suit has a green galiak vestee
 • Paquin's scarf (upper right) - silver fox forming a necklace and sleeve effect fastened round the arms; H. Jaeckel and Sons
 • Suzy's latest brim (right) - folded and squashy; Bendel. Creed's wool suit; Marcel Guillemin scarf



New from Paris

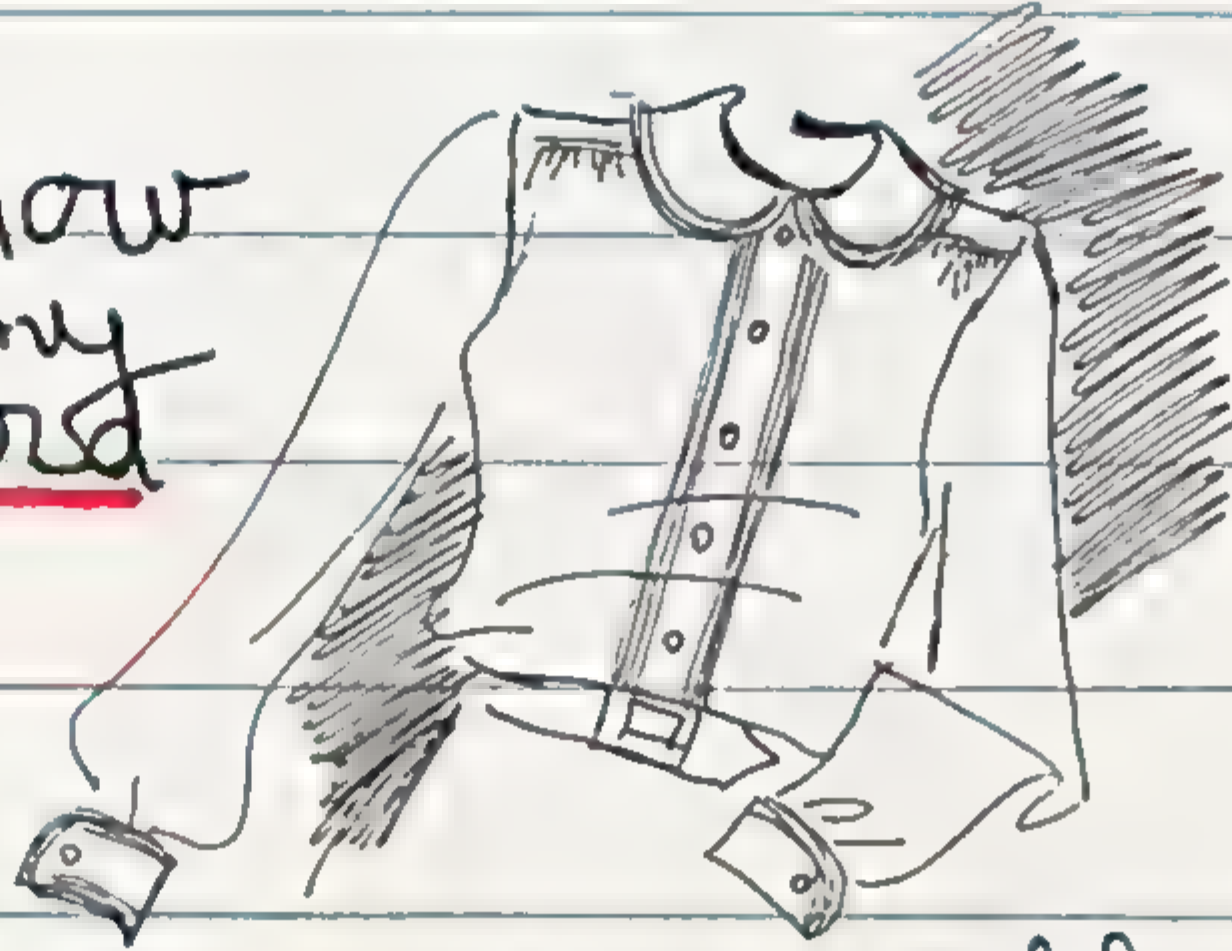
• Yvonne Carette's chamois jerkin, stitched like quilting (above), worn with a military cape and skirt of flecked tweed
 • Reboux made the felt hat at the upper right - rolled up at the sides exactly like a French padre's chapeau; Altman
 • Augustabernard used shiny pheasant feathers to make a short military cape (right). It ties at the neck with a brown velvet bow to match the dress
 • The jewellery below is Herz's magnificent bracelet and ring with huge square emeralds in solid crystal slabs



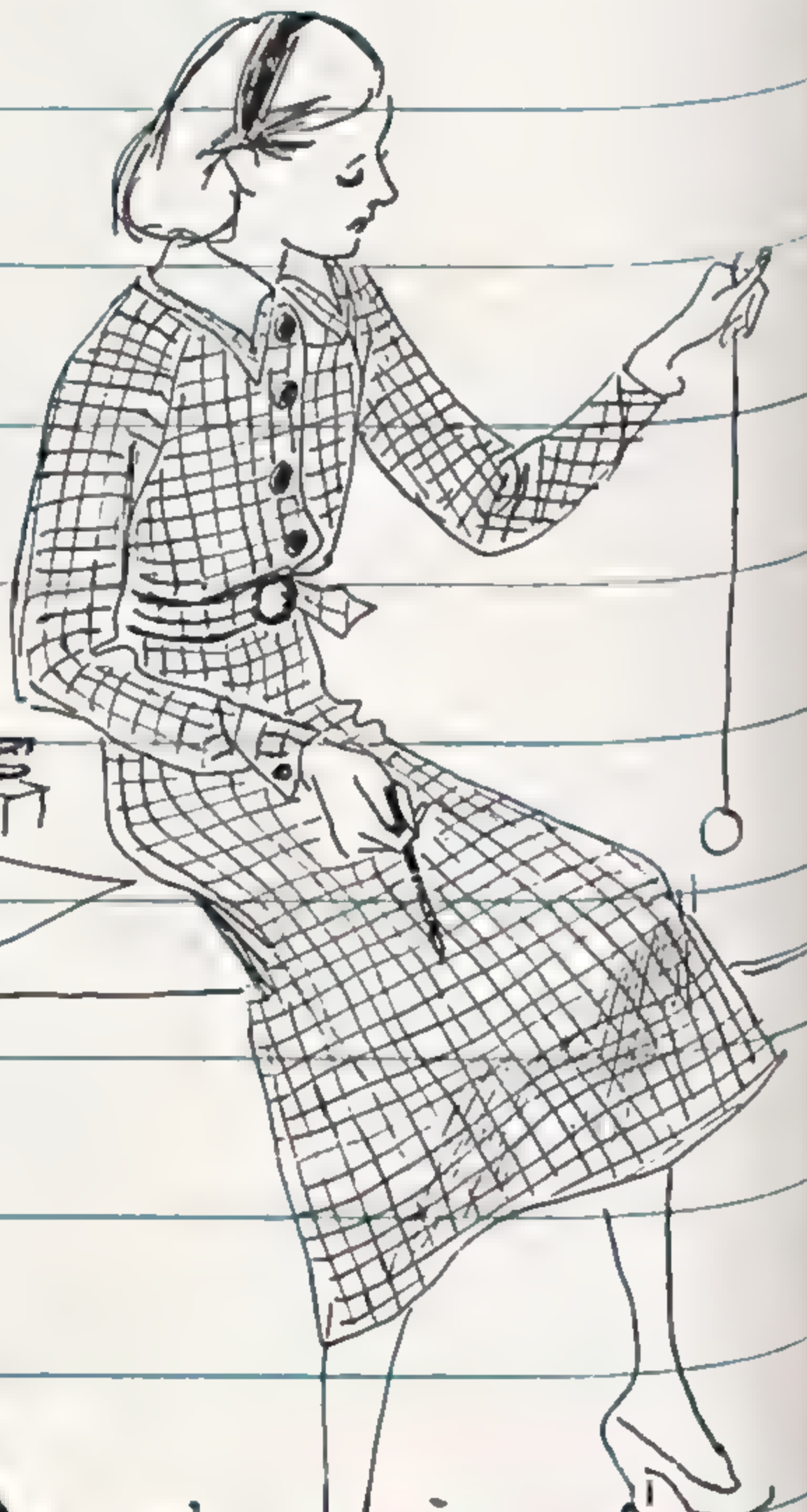
I'm off to



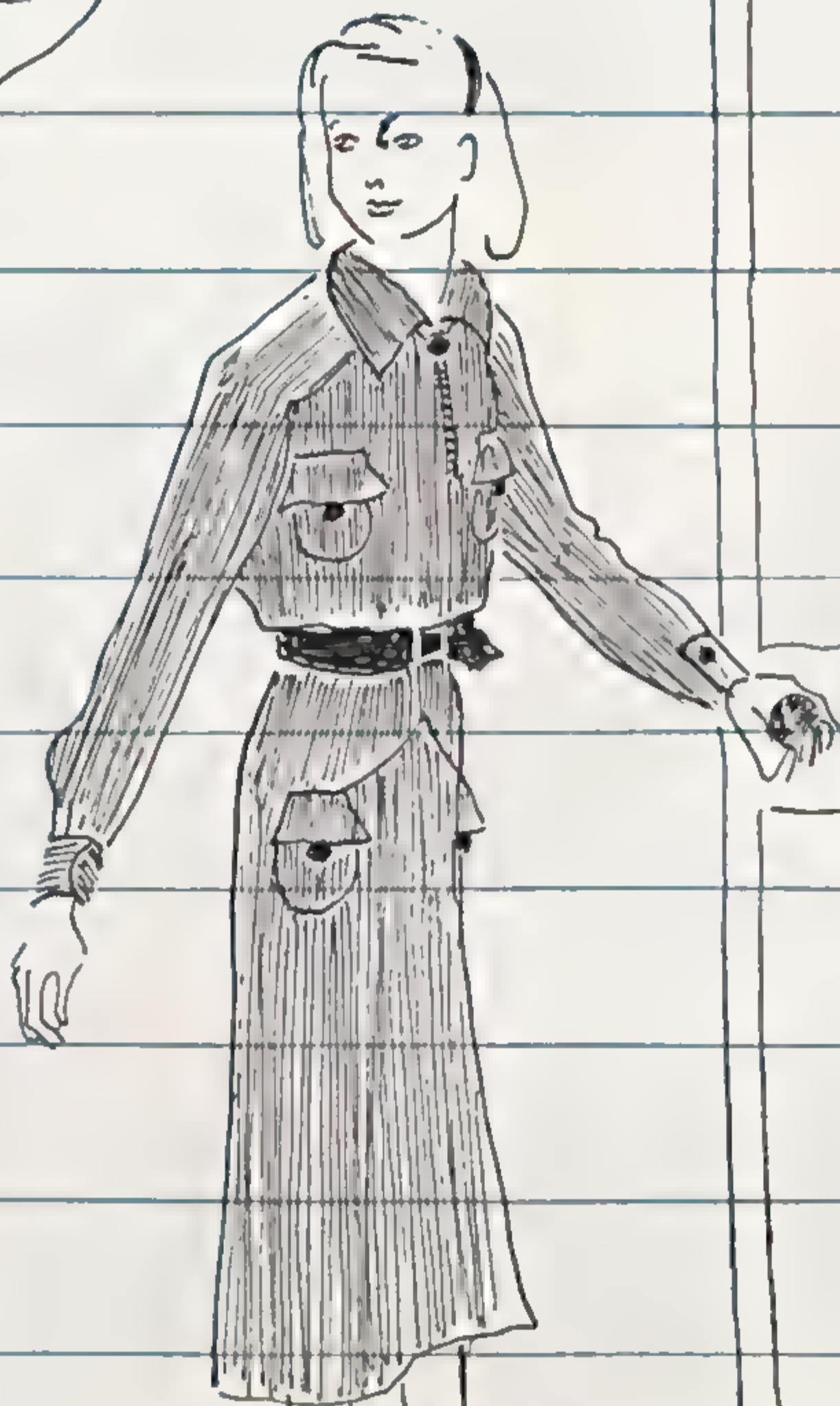
Dear Susie: How
do you like my
divine leopard
coat from
Bonwit
Jeller?



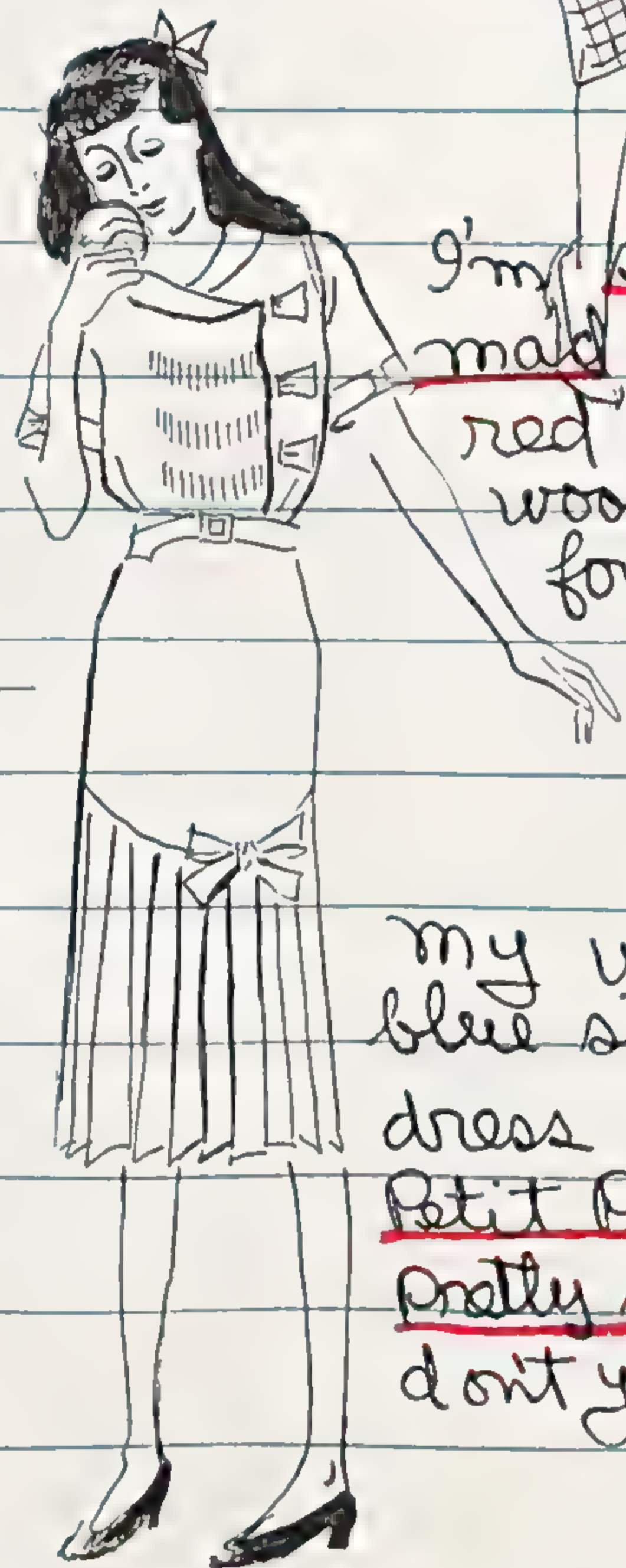
all my blouses
this year from
Best are silk —
believe it or not!



Don't you think
slip-overs and
cardigans are
simply perfect
with plaid skirts?
I got them all
at Best



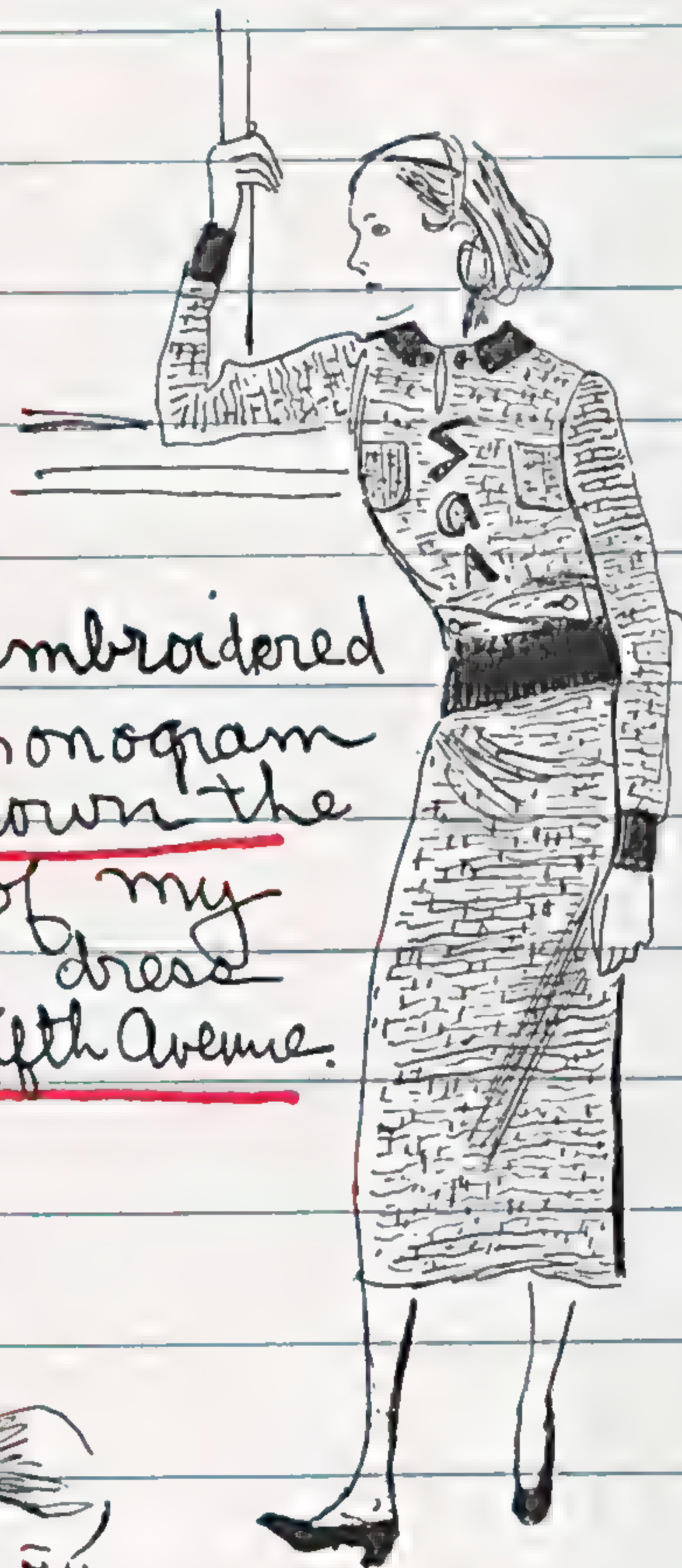
There are patch
pockets all over
my green ~~crisscross~~ dress —
very mannish. It
came from Bonwit Jeller.



I'm simply
mad about the
red crisscross
wool dress I
found at Altman

my week-end
blue silk crêpe
dress from
Petit Paris is
pretty sophisticated,
don't you think?

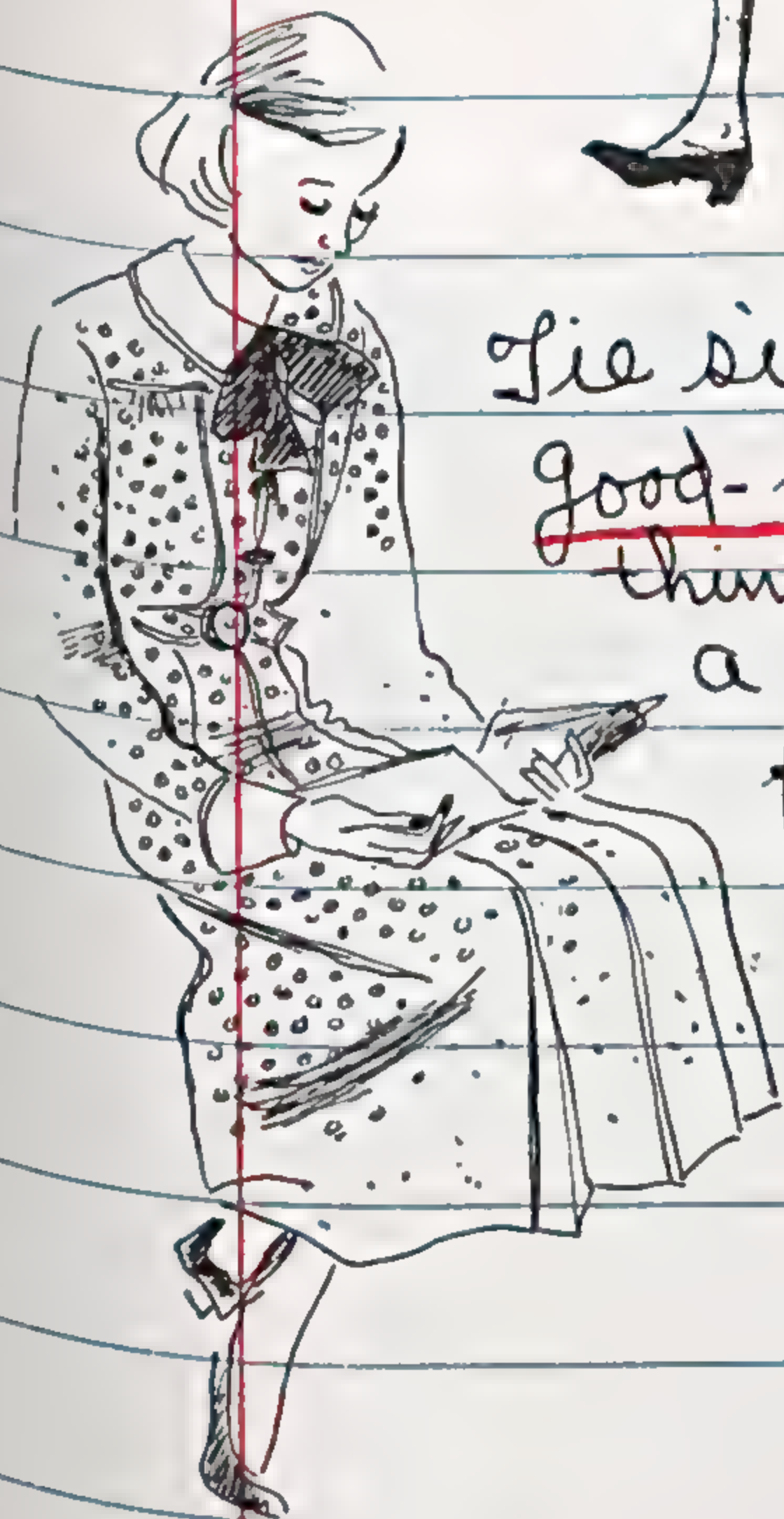
School Again



They embroidered
my monogram
right down the
front of my
knitted dress
at Saks Fifth Avenue.

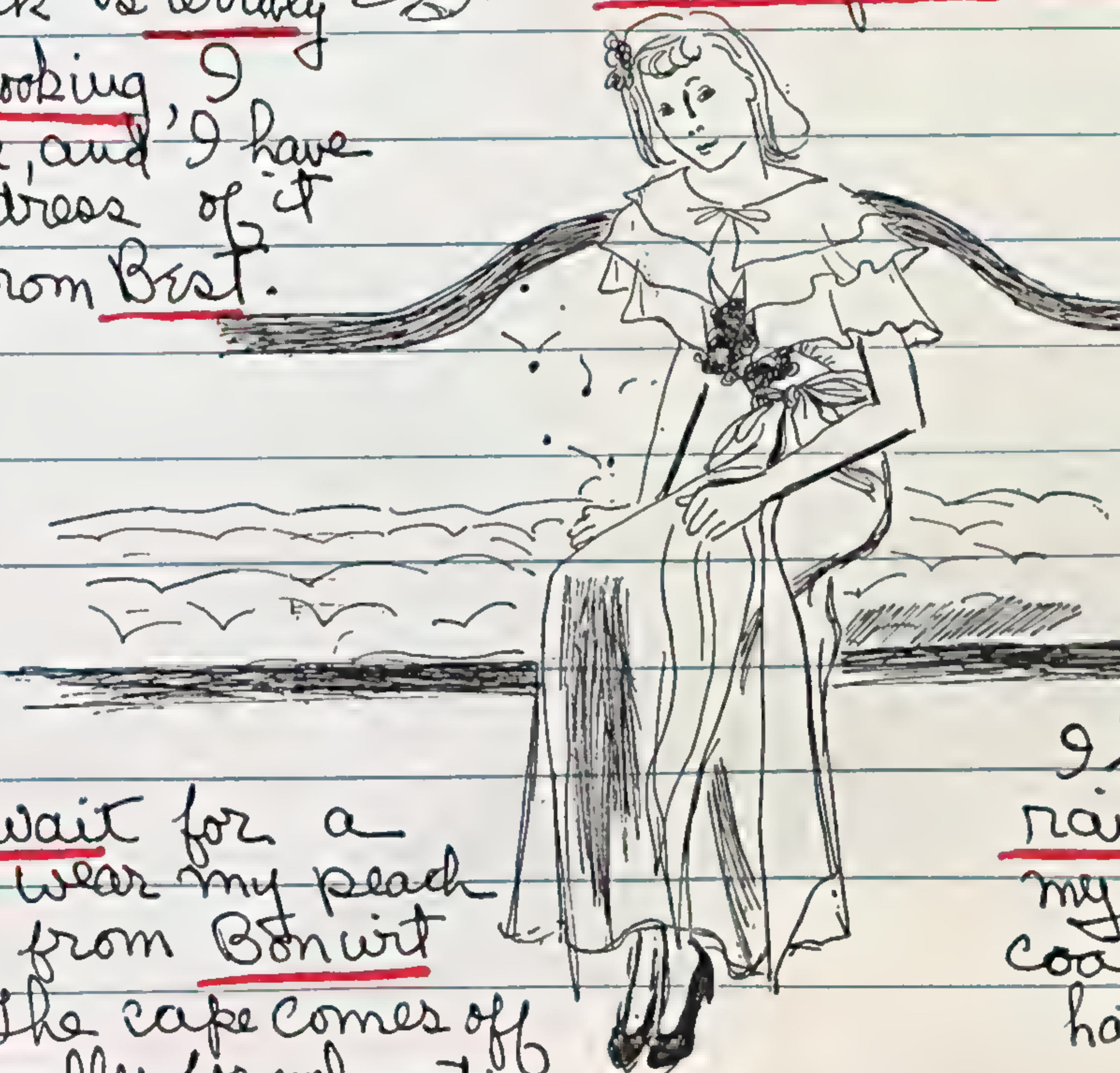
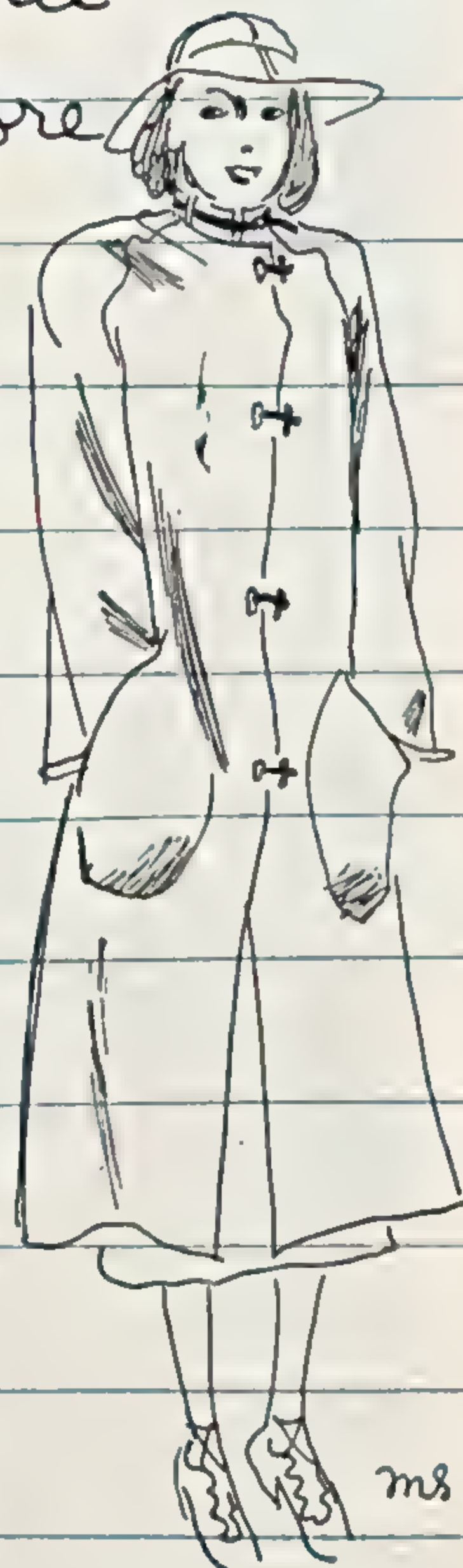


Wait till
the horse sees
my English homespun
riding-coat and twill
jodhpurs from Saks
Fifth Avenue! I adore
turtle-necks!



The silk is terribly
good-looking, I
think, and I have
a dress of it
from Best.

I feel too, too British
in my twined suit
and top coat from
Saks Fifth Avenue.



Can't wait for a
party to wear my peach
chiffon from Bonwit
Teller. The cape comes off
for really formal parties.

I hope it rains and
rains, so I can wear
my divine white rain
coat and real seaman's
hat that I got at Best.



BROOKS BROTHERS • BONWIT TELLER

CAMPUS

- The immortal Brooks sweater—that gold-standard of college costumes—appears, at the left, in a pull-on with a cardigan to match. Of imported cashmere in cherry-red; from Brooks Brothers. It is worn with a skirt (part of a suit) of diagonal tweed in red and black; from Bonwit Teller
- Look in the corner at a Freshman and Sophomore doing a Marion Chase (with male chorus costumed by Brooks Brothers). One wears a black velvet evening dress with a neck as square (and low—almost) in front as it is in back. It has a flat velvet collar. The other, in an aqua-green silk crêpe dress, has a squarish collar, too—a quilted one. The yards and yards of fur are a three-skin scarf of dark baum marten. All from Lord and Taylor. The Queen of Sheba bracelet is of heavy old gold and turquoise, in an antique design



LORD AND TAYLOR • BROOKS BROTHERS



HAT FROM DOBBS • SHAGMOOR COAT

LEADERS

• Below, on the opposite page, a Junior wears a Shagmoor coat of rich brown woollen mixture, with a large racoon collar. She'll wear this early autumn classic when motoring down to Yale for the game or while entertaining on the old campus ground. Her brown felt hat is from Dobbs

• Directly below is a Senior in a tailored white-and-gold lamé evening coat. It stops short, half-way to the knees, in a smart Indian-potentate flare. It's from Lord and Taylor, as is the Russian sable scarf in her hand

• Though only a humble Freshman, this girl, lower right, knows her coats. She chose a full-length swagger coat of brown nutria, because she can wear it on important week-ends and look dressed-up; or around campus, and not be overdressed. Coat and brown felt beret from Bonwit Teller



NELSON

THE TAILORED WOMAN • MRS. FRANKLIN, INC.



LORD AND TAYLOR



BONWIT TELLER

• No college wardrobe is quite complete without its share of checks and stripes to wear at home or afield—as illustrated by those that the two girls above have chosen. One of them is made of a checked woollen material in brown-and-white, with a collar and cuffs of soft brown velvet. The only other trimmings are four useful patch pockets. This practical all-day dress will be found at the Tailored Woman

• The other dress is knitted of bouclé in blue-and-white stripes with a little hat to match it. Both the dress and hat are from Mrs. Franklin, Inc. The shoes are of brown buckskin—and very smart—with comfortable heels. You'll find them at Saks-Fifth Avenue



EIGHTEENTH-CENTURY DIGNITY IN THE DRAWING-ROOM



THE PANELLED, SILK-HUNG LIBRARY



THE STAIRCASE IS ENCLOSED IN A CIRCULAR HALL

OAKPOINT

LONG ISLAND HOUSE OF
HARRISON WILLIAMS, ESQ.

The ivy-covered façade of Mr. and Mrs. Williams' house faces south across a walled court. The columned foyer opens into a corridor, flanked by the library and card-room and leading to the great drawing-room. Cream walls, ivory damask, and eighteenth-century English furniture covered with needlework give a cool, white effect, in spite of many colours. The card-room, panelled in pine and old flowered Chinese silk painted in brilliant colours, contains rare Queen Anne furniture. Delano and Aldrich were the architects



THE ROSE BRICK HOUSE ACROSS THE WALLED COURT



STONE GREYHOUNDS GUARD THE IVY-FRAMED DOORWAY

AMENYA



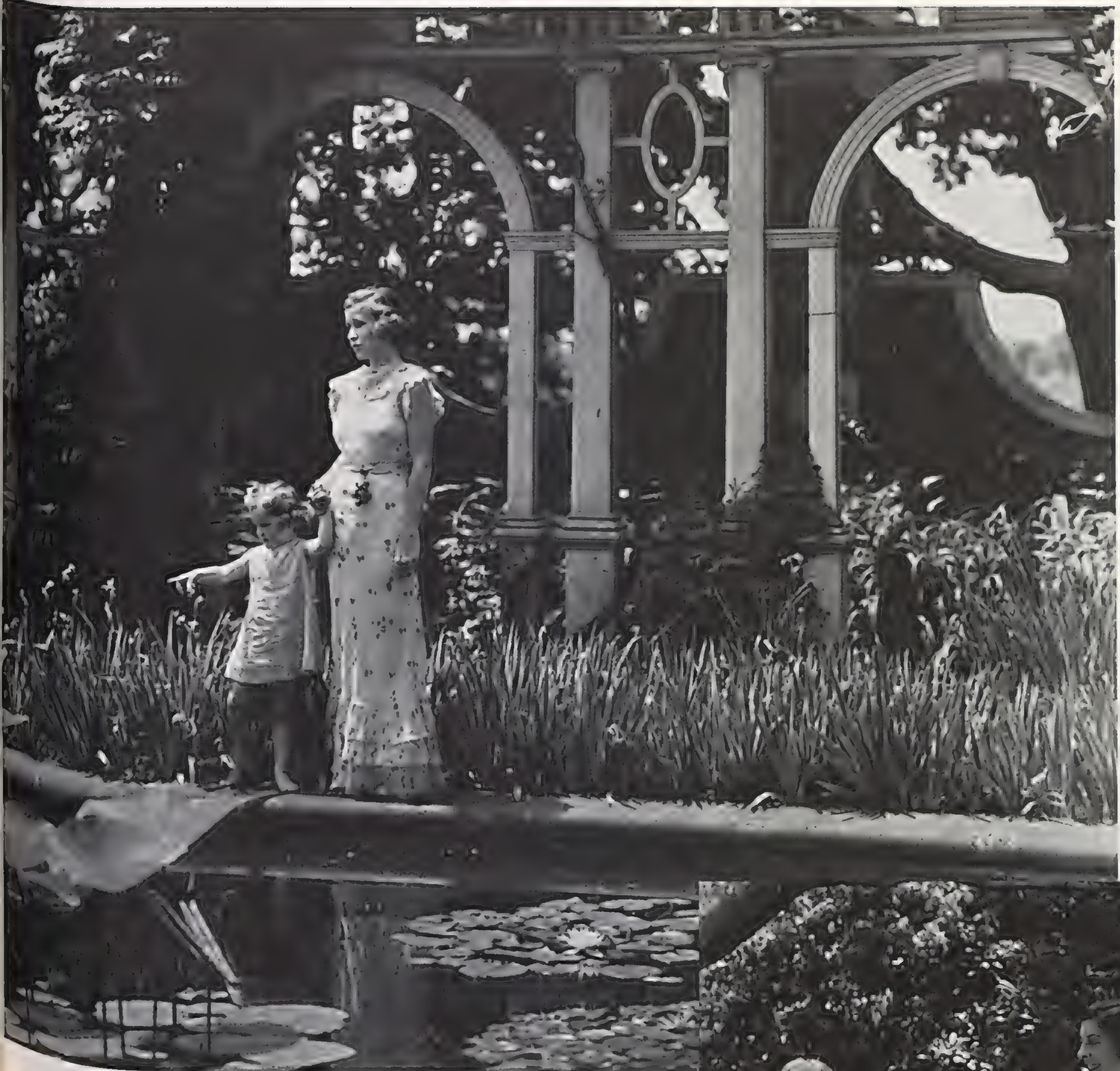
MRS. JOHN H. G. FELL AND HER DAUGHTER, POLLY



MRS. JOHN H. PHIPPS WITH JOHN EUGENE



PHOTOGRAPHS BY TONI FRISSELL



DITA DOUGLAS WITH HER MOTHER, MRS. GORDON DOUGLAS

GROWING THINGS

UP and down the Long Island shore, small brown bodies roll ecstatically in the sand, clad in a few inches of cotton or knitted wool. This new generation, healthy and charming, spends most of the summer hours in a minimum costume. Only at tea-time, probably, will you find very lady- and gentleman-like youngsters in their own gardens, wearing fresh little suits and frocks (like those shown here) and telling attractive young mothers about sand forts, bristling crabs, and other beach perils. Then concessions to femininity are made with socks and a ruffle or two for supper-time chic



MRS. HENRY GRAY AND MISS ALLISON GRAY

MAKE YOUR MUSCLES SELF-



The huff and puff This exercise shows one profitable example of the custom of blowing your own horn! If you want your cheek muscles to remain firm and your chin to lead a single life, this one is for you. Fill your mouth full of air, then puff hard against the cheeks and the upper lip. Let the air come out in little puffs through slightly opened lips, exactly as though you were blowing a horn. While you are huffing-and-puffing, follow the pursuit of an invisible bumblebee which is zooming around your head in a circle. Rose Laird, the specialist who thought up this efficient exercise, suggests that you always smooth an emollient cream on your face and neck when you are doing any exercises. The reason for this is that, when the circulation has been thoroughly aroused, the skin absorbs more cream than at other times

The whistle and chew Those lines that plough a furrow between the nose and the corners of the mouth are among the first to put in an appearance, even on young faces. You can refer to them kindly as "character lines," but that doesn't make you want them any more. This exercise, so debonair in its execution, consists in chewing gum and whistling at the same time. You keep your gum way up in the front of the mouth and chew as you whistle. Melodious sound isn't a requisite of the exercise. In the meantime, you toss your head from side to side, merrily. This helps with the neck muscles and gets you into the spirit of the expedition. Margaret Brainard, who promotes the gum-chewing motif as one of the best muscle exercises, sponsors this one in a series of "setting-up exercises" for your face. With a lot of patience and a little gum, you can chew your way to beauty



NELSON

SUPPORTING

The eye opener The point of all these facial exercises is to make the muscles self-supporting. If a muscle becomes loose, the skin, almost as elastic as a rubber band, stretches with it. If you can keep the muscles firm, you don't have to worry about wrinkles and sagging. The function of the eye-opener exercise, illustrated in the photograph at the right, is to strengthen the muscles around the eyes. You use gum in this one, too. Start by throwing your head way back, with your eyes on the ceiling. Then, chew your gum in big chews, forcing the lower jaw as far down as possible. In the meantime, roll your eyes. If you aren't an eye roller by nature, this is good practice. The idea is to start with one piece of gum in these exercises, and work up to a whole package as you gain facility. You will be gaining in beauty at the same time



The maiden's prayer After you have done each exercise ten times (or ten chews), relax completely. Don't slump down in your chair. Hold your head forward in complete relaxation with eyes closed, in the prayerful attitude evinced by the young lady at the left. Then draw your head back, erect and poised. This sort of relaxation is essential to complete success in doing any kind of exercise

- Another gum-chewing manoeuvre is one that works against that bump at the back of the neck. Sit in a straight-backed chair so that the bump comes into contact with the top of the chair. Then throw your head back and chew vigorously. You'll find that you are practically giving yourself a massage, thereby keeping your muscles from sagging the way of all flesh. If you want more of these exercises, we have them on file—yours for the asking



JEWELS FROM BLACK, STARR AND FROST-GORHAM

Tailored metal lamé—in the gold-and-black blouse of the black wool suit above (Bonwit Teller), worn with a stiff felt hat (John-Frederics). And in the blue-and-silver striped smock that goes with a dark blue velvet suit with a squirrel scarf and felt hat (Bergdorf Goodman). The slim dinner-suit opposite is of black crêpe with gold lamé revers (Bendel). Frosty silver lamé is used for the evening dress (Jay-Thorpe)





ANTON BRUEHL

To top a dress of black wool plaided in red and yellow (Woodworth, Inc.)—a slouch felt hat (Lilly Daché). All four photographs were taken in the town house of the modern architect, William Lescaze

Embroidered black dots on grey wool, a narrow banding of black Persian lamb, and a bright red leather belt in a chic town costume (Altman, New York; Marshall Field, Chicago). Black felt hat (Lilly Dache)



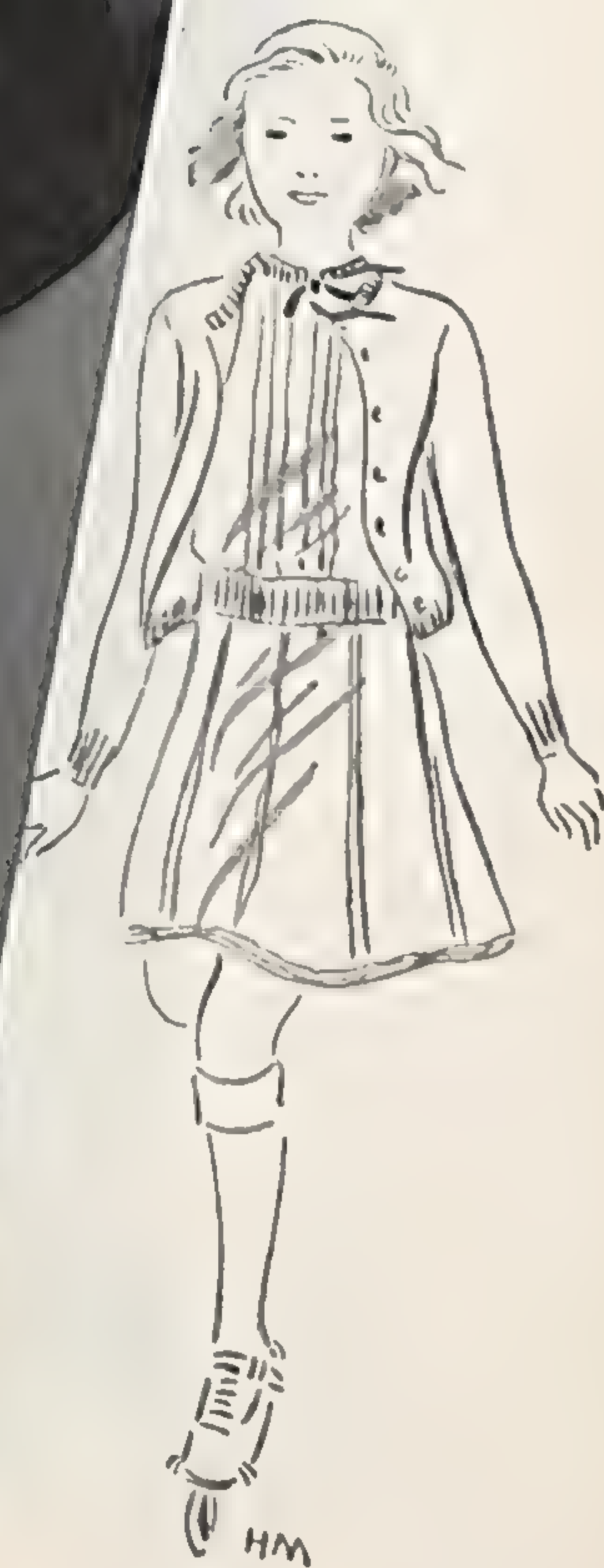
VOGUE'S

finds of the fortnight



SELECTED BECAUSE—this little girls' tweed coat (farthest left on this page) can be had in bright colours, as well as dark ones. Best; \$20. Hat to match; \$3
 SELECTED BECAUSE—a three-piece suit (photographed) is almost a college wardrobe. Monotone tweed coat and skirt, wool jersey blouse. Lord and Taylor; \$30
 SELECTED BECAUSE—this little girl's dress (sketched above, left) has fine detail. Of wool crêpe; detachable two-tone linen collar and cuffs. Wanamaker; \$6.50
 SELECTED BECAUSE—a schoolgirl's wardrobe needs a plaid wool frock. Detachable linen collar. Bonwit Teller; \$8.75
 SELECTED BECAUSE—of the amusing stiff collar (pastel or white) on this novelty jersey dress. From De Pinna; \$6.50

SELECTED BECAUSE—both mothers and daughters like a checked coat (first on the opposite page). English-type great-coat, of angora tweed. Flannel lining; interlined. Altman; \$20. Hat to match; \$3
 SELECTED BECAUSE—American broad-tail fur and a lamé taffeta bow (first photograph) on this youthful wool jacket-frock, are new as autumn itself. The dress has short sleeves. Franklin Simon; \$35
 SELECTED BECAUSE—the Persian lamb on the pockets and buttons on this tailored silk crêpe frock (second photograph) add smartness to its usefulness. Altman; \$30
 SELECTED BECAUSE—a little girl can wear a knit suit (farthest right) for school or play. Drawstring-top, skirt with knit Lastex waistband; \$6.50. Sweater alone; \$3. Cardigan to match; \$3. Franklin Simon



YOU CAN BUY THEM IN TOWN AND OUT

No matter where you live, you can buy Vogue's Finds of the Fortnight. Turn to page 85, and you will find a list of shops where you can purchase them. If there is none in your town, write to Vogue, at 420 Lexington Avenue, New York (please enclose a stamped and addressed envelope), and we will be glad to send you the name of a shop which is located near you

PRACTICAL DRESSMAKING



S-3736

S-3737



315

S-3734

FROCK No. S-3736—A knotted scarf gives a suit-like air to this wool dress. And if you choose Forstmann's twin tweeds for this and the suit-coat beside it, you'll have a chic ensemble. Designed for sizes 14 to 42

SUIT No. S-3737—The full-length, double-breasted coat of this suit can be worn over your dresses. There's a straight skirt. Designed for sizes 12 to 42

ENSEMBLE No. 315—Two sheer tweed woollens in companion weaves are chic for this ensemble. The three-quarters coat ties with a small bow in front and has a fur-lined hood collar. Seams simulate a peplum on the smart dress. Designed for sizes 12 to 20; 30 to 38

COAT-FROCK No. S-3734—This one-piece coat-frock of mohair woollen is cut to give slim lines. The wrapped front closes diagonally beneath a tab collar, and the back is straight and trimly fitted. Designed for sizes 32 to 42



FROCK No. 313—For autumn afternoons—this graceful dress made of “Cremelo,” a matelassé crêpe combining Dupont Acele and silk. The raglan sleeves are split to show contrasting undersleeves. Designed for sizes 12 to 40
 COAT No. 318—Especially interesting is the large collar of this coat. It is folded, stitched in front, and made to form a yoke over the shoulders and in back. With the coat of Forstmann ridged coating, the collar may be of fur or fabric. Designed for sizes 32 to 40

FROCK No. 316—The front panel of this new frock forms a plastron with jabots and a pleated chou and continues into a girdle. Marshall Field’s “Chatter Twist” crêpe is a good fabric choice. Designed for sizes 12 to 40
 COAT No. 317—Among the smart details of this fitted velvety woollen coat are the three-button closing, raglan sleeves, and jabot-yoke. Designed for sizes 32 to 42

BACK VIEWS OF THESE NEW AUTUMN MODELS WILL BE FOUND ON PAGE 68

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; 1196 THE MERCHANDISE MART, CHICAGO, ILLINOIS; OR 523 MISSION STREET, SAN FRANCISCO, CALIFORNIA; IN CANADA, 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES WILL BE FOUND ON PAGE 87.

SHOP-HOUND

Tips on the shop market



CHILDREN have to go back to school in the autumn, I suppose, but the very thought of the hypotenuse of a right-angled triangle makes me wonder why they don't revolt the moment that they graduate from the coloured-clay-and-raffia class. I haven't reached the age where my school-days are wrapped in a moist cloud of sentiment and labelled "the best days of my life." And because of my sympathetic feeling for the countless offspring about to be sent back to school, I have gone about the shops ferreting out accessories and gadgets to make their lives more bearable.

Let it be understood from the first that I have only prep-school or college neophytes in mind. Also, that I have ignored the clothes question, because *Vogue* is full of information about how to dress your ewe lambs when you send them out to bleat. I get middy-blouse nostalgia at the thought of school clothes, so it is just as well to avoid the issue. I have divided my discoveries into equipment that can be used by boys, by girls, or by both.

- To begin with the boys—you might as well face the smoking problem, whether you approve or not, and buy your son a pipe as soon as he has recovered from the effects of smoking his father's. Abercrombie and Fitch have an imported English brier called a "Hurricane Pipe," which couldn't be better for the boy who still has a sense of guilt about smoking. He can stuff it into his pocket while it is burning, without any fear of catching on fire. This is my idea, not the designer's—he made it to smoke in high winds when sailing or motoring or such. It has a perforated cover that works on a swivel, so that it can be opened to be filled and, when closed, a smoker can puff away without fear of a live coal dropping on his English theme or burning his clothes. This costs about \$7.50.

- No boy should go off to school without a sewing kit. You can explain carefully that all sailors sew, which should impress your son with the manliness of using a

- Shop-Hound spends most of her time nosing about the shops of New York. While she can not undertake shopping commissions, she will be glad to give information. Write to *Vogue*, 420 Lexington Avenue (and please enclose a stamped, addressed envelope)

needle. There is nothing more useless than a button torn from where it rightfully belongs, and there is no reason why a boy, away from mother's loving care, shouldn't be able to get button and trousers together again. That masculine house of Abercrombie and Fitch have a pigskin sewing kit for men only, with nothing in it that would vaguely suggest fancy-work. It holds strong black and white thread, a large thimble equal to any football player's finger, large needles with eyes outlined in gilt to show the uninitiated boy which end to thread, scissors, and a bodkin with which to run the cord back in his pyjamas. There is a place for darning cotton, if he shows any tendency towards finer work. The case is only four inches square and could pass as a stud-box. (This costs about \$4.)

- Speaking of stud-boxes, the same shop (Abercrombie and Fitch) has imported a splendid pigskin one lined with suède. It has a lock and key to prevent your son's studs from being borrowed on the night that he counts on making a big white-shirt-front impression. Such things are major tragedies to youth (if he only knew, paper clips would cause much more of a sensation) and can be avoided with this roommate-proof case. The price is about \$10, and the case, incidentally, is large enough to hold the heavy gold watch and chain that grandfather left him and any other valuables that don't fit into dormitory life.

- There is a good deal of pigskin creeping into this column, considering the prejudice against it that football conversation has aroused in my bosom. However, I have to admit that nothing could be better looking or more practical for mannish accessories. My very favourite piece comes from De Pinna, where those in charge apparently spend all of their odd moments going around to schools and colleges asking the boys what they really want. My special discovery is a ten-by-six-inch pigskin case made in England to De Pinna specifications, lined with the finest rubberized silk, and completely devoid of fittings. There is a compartment into which wet tooth-brush, shaving-brush, wash-rag, and other necessary but inconvenient things can be tossed during the last-minute rush for the train on Monday morning. There is also room for hair-brushes, comb, face lotion, and anything else that a boy considers essential to (Continued on page 74)

CONSOMMÉ

*in perfect accord
with summer's mood*



SUMMER days and nights invite you to consommé's enjoyment. Now especially the clear soup of limpid beauty intrigues the taste and harmonizes with your appetite's desire. When made by the inspired soup-chef, consommé ingratiates, revives, invigorates—as Campbell's so delightfully proves. Broth of choice beef clarified to sparkling amber, deliciously flavored with carrots, celery, parsley, onion—seasoned with the sure, deft hand of the culinary artist. Served either hot or chilled, Campbell's Consommé is unfailingly attractive and welcome on the summer table, formal or informal. After hours in the open, the canter across the countryside, the long motor ride, or the day's interval on the beach or water, here is a "bracer" as wholesome as it is inviting.



CAMPBELL'S

Consommé



21 kinds to choose from...

Asparagus	Mulligatawny
Bean	Mushroom (Cream of)
Beef	Mutton
Bouillon	Noodle with chicken
Celery	Ox Tail
Chicken	Pea
Chicken-Gumbo	Pepper Pot
Clam Chowder	Printanier
Consommé	Tomato
Julienne	Vegetable
Mock Turtle	Vegetable-Beef

LOOK FOR THE RED-AND-WHITE LABEL

Double rich! Double strength!

Campbell's Soups bring you condensed, concentrated goodness. You are buying double richness—double strength. So when you add an equal quantity of water in your kitchen, you obtain twice the quantity of soup at no extra cost.

Campbell's Soups are the finest soups you can buy.

axioms...for August

by Bradley



THAT almost any girl will think this is the smartest piece of tweed knit she's met since she parted with the sisters in Upsilon last June day. . . . That a new dress now is a new dress for college opening next October too. . . . That this is the knitted suit that will turn the stars in their (golf) courses now in August and hold that line (that triple-threat, Bradley line) right through the football season next November! The two-tone drawstring and the wooden pillow buttons add our own Q.E.D. to the whole affair, we think. 22.75 at Lord & Taylor—or your own finer shops. The Bradley Knitting Co., Delavan, Wisconsin. "Slip into a Bradley and out-of-doors."



NELSON

Here you see Lucien Lelong's superb gesture on behalf of the hostess. It is labelled succinctly "Guest Powder" and contains little boxes of powder in six different shades and a centre box holding little puffs

ON HER DRESSING-TABLE

EVERY so often, a barrage of exciting things comes raining in onto this desk and we scarcely have time or space to keep up with it. Lenthéric, for example, has been buzzing with activity this summer. One item that especially appeals to us is a bulbless type of atomizer that holds the various fragrances of the Bouquet Lenthéric. This atomizer works with a plunger, is very handsome, and dispenses a fine, even spray. The story behind its origin is that women who saw the atomizer dispenser used for display on counters in the shops fancied it so much that they insisted on buying the atomizer as well as the eau de Cologne. Now, these can be purchased in eight- or sixteen-ounce sizes, without robbing the cosmetic counters.

This Bouquet, which is the name by which Lenthéric designates the perfumed eau de Cologne, is having such a great success that it is being brought out in various versions. A smart round box in a pastel shade holds three bottles of Bouquet Lenthéric, in "Miracle," "Asphodèle," and "Lotus d'Or," and it is a charming idea for a guest dressing-table. Also, the hand-etched decanters that were introduced last Christmas to hold this Bouquet Lenthéric are now available in new sizes—four-ounce, eight-ounce, and thirty-two-ounce, as well as the original sixteen-ounce. You will remember this decanter as being sufficiently handsome to serve for drinking purposes after the eau de Cologne is gone.

A new little ivory-like case contains three purse-size vials of Lenthéric's perfumes, the scents varying according to your preference. If you have a going-away-to-school young person, these are inspirations for her, as well as for your hand-bag. One of these little vials, which have smart octagonal metal tops, is also to be found tucked into a completely fitted evening bag, which is another Lenthéric innovation. These bags are chic, small, but reasonably capacious and are a perfect solution of the problem of finding something not too large but ample enough to hold all your accessories. There are powder-and-rouge case, lipstick, perfume flask, mirror, change purse, and plenty of

room for kerchief, comb, and key. Furthermore, the cost of these bags is well within reason.

Lenthéric always keeps a considerate eye out for the masculine clientele—which is flourishing in number—and the new case for the After-Shave Powder is a triumph of masculine smartness and practicality. It is made of plaskon, a composition that won't break, in ivory with a black top and the Lenthéric insignia in black. It is a convenient size and shape for bathroom shelf or suitcase and is not expensive. (Now you may have some idea of what we mean by "barrage!")

- This summer, Houbigant introduced the famous dusting powder in a new, glazed, antique white box with the famous Quelques Fleurs flower-basket that fitted well into all bathroom colour schemes. Everybody liked it so much that now the talcum powder has been brought out in a white tin to match the box. It looks very fresh and gay, and, if you use the dusting-powder box in your bathroom, you can keep the tin for travelling and for the beach.

Houbigant has always been a strong advocate of the use of eau de Cologne. The latest Houbigant contribution is a new flask, very generous in size and distinctive in design, which contains eau de Cologne scented with "Quelques Fleurs," "Ideal," or "Bois Dormant." And you get a lot for your money, as the price is very moderate. This company is also proud of its blue-black mascara, because it gives depth of colour to the eyes without being at all obvious. The Houbigant mascara is made, also, in brown, black, and chestnut, and a pleasant feature about it is that, once you have purchased the platinum-toned box, you can get refills and new brushes for it.

- Economy note from Coty: This company has produced a lipstick and a compact rouge that you will be able to buy at a price that will surprise you. None of the high quality of the Coty ingredients has been sacrificed; it is possible to sell these at a moderate price because Coty is expecting to sell practically (Continued on page 78)

Lord & Taylor
NEW YORK

Sun and wind dry your Outer Skin



"Skin getting leathery last summer... like satin this year!"... Mrs. Anthony J. Drexel III

MRS. DREXEL has a true, warm, Southern beauty. Magnolia skin set off by dark hair... large dark eyes that sparkle!

She says: "Last summer my skin was beginning to look positively leathery. I was ashamed of it."

"A friend told me she never went out without a film of Pond's Van-

ishing Cream on. I started in immediately and got results with the first application. My skin seemed to lose little roughnesses at once.

"Then I tried the Cold Cream. What a rich cream—and a wonderful cleanser! Those Two Creams gave me a skin like satin. I've used them ever since!"

lines start deep down...in your Under Skin



use a *different cream* for each of your Two Skins!



Mrs. Anthony J. Drexel III

THOSE GLORIOUS SKINS that stay young and satiny all through a summer in the open... that never get leathery or sun-baked, no matter how tanned...

Those skins have *two* reasons behind them!

An Under Skin supplied deep down with oils that keep it full and luscious. And an Outer Skin kept soft and moist despite sun and wind.

It's extremely simple! A different kind of cream for each of your Two Skins! Two Creams—and only two—are all you need.

Oil-rich Cream smooths out lines

The oil glands in your Under Skin are the treasure house of youth. In early youth they actually pour out beauty oils. Soon they begin to fail. Lines appear—wrinkles, a shriveled, oldish look. What then?

Before this happens, look to your face cream! Pond's Cold Cream is composed of very rich oils that penetrate deep and replenish the oils

• For your UNDER SKIN—Pond's oil-rich Cold Cream. Or the new Pond's Liquefying Cream that melts instantly.

• For your OUTER SKIN—Pond's Vanishing Cream. Greaseless. Corrects dryness. Holds powder!

of the shrinking under skin. Use it to keep the Under Skin full and firm. This smooths the Surface Skin... keeps lines away!

As a cleanser, Pond's is without a peer! It goes down after every bit of dust and make-up, and brings them to the surface. After the cleansing, pat in a fresh application. It will help to keep your skin gloriously young!

Greaseless Cream for Dryness

For your Outer Skin, enjoy the special protection of Pond's Vanishing Cream. A special ingredient in this cream keeps the moisture in the skin from evaporating—actually restores moisture. Your skin remains soft, moist.

Your powder stays smooth—long—in itself an added protection.

Try this simple Two-Skin Care! See what triumphs it will bring you this very summer!

Mrs. Drexel says:

1. "Every night, I cleanse with Pond's Cold Cream or Pond's new Liquefying Cream. Pond's Tissues remove it.
2. "Then for overnight, Pond's Vanishing Cream on hands, elbows, face and neck.
3. "Every morning, the Cold Cream, followed by Vanishing Cream. Nothing holds make-up so fast."

Send for Samples

POND'S EXTRACT COMPANY, Dept. II, 56 Hudson St., New York City. I enclose 10¢ (to cover postage and packing) for samples of all three Pond's Creams and two special boxes of Pond's new Face Powder and an extra sample as checked—three different shades in all.

I prefer 3 different LIGHT shades ☐ I prefer 3 different DARK shades ☐

Name _____

Street _____

City _____ State _____

Copyright, 1934, Pond's Extract Company

DESIGNS FOR PRACTICAL DRESSMAKING

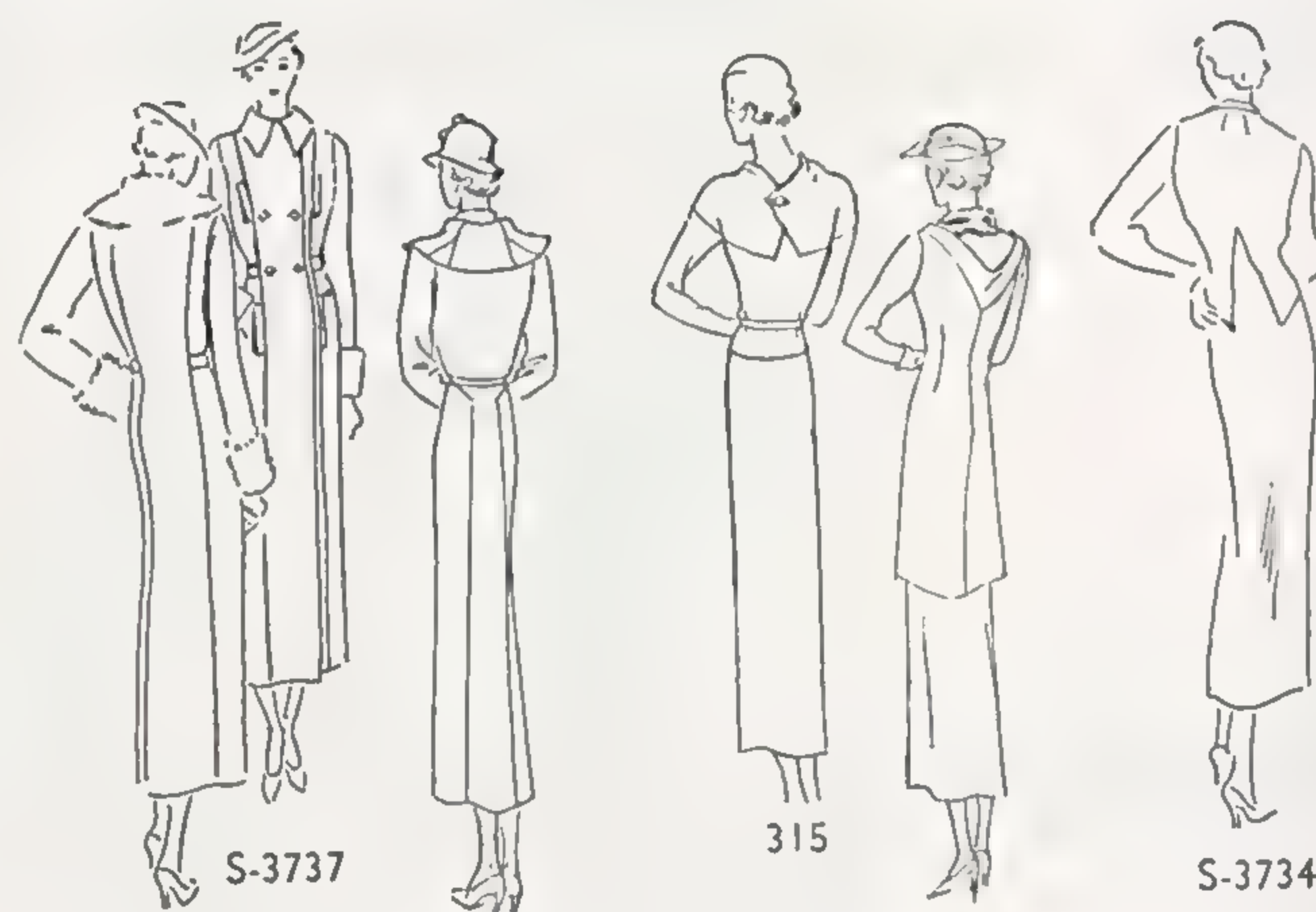


"EVERYDAY"

... a swagger coat with tailored detail and chic... in the Stein & Blaine tradition. Supple, lightweight Alaska sealskin is adapted in this practical walking coat.

Stein & Blaine
INC.

13-15 West 57th Street, New York



Above, and at the left and right, are sketched other views of the models illustrated on pages 62 and 63. These costumes are designed for sizes: S-3737 in 12 to 42; S-3736 in 14 to 42; 315 in 12 to 20; 30 to 38; S-3734, 317 in 32 to 42; 313, 316 in sizes 12 to 40; and 318 in sizes 32 to 42



WOODLAND SHADES

Number by number, here are descriptions of the new French fabrics that make up the woodland scene so colourfully presented on pages 40 and 41 of this issue.

Numbers 1 and 2: Meyer's "5125," a soft, hairy woollen with artificial silk nubbles, in two rusty leaf shades that are excellent substitutes for brown in the country. This is smart for suits or dresses.

Number 3: Meyer's "5148," a dead-leaf brown wool bouclé with a looped effect—for town suits and dresses.

Number 4: Rodier's "Mixuvhet," a sports woollen with calf hairs and white flecks woven through it, in birchbark-beige.

Number 5: Colcombet's "189-11," a vari-coloured cotton and albene mixture. This is extremely interesting and chic for evening wraps.

Number 6: Colcombet's "7504," an iridescent green-and-blue artificial silk with the lustrous beauty of bird plumage—suggesting old-fashioned changeable silk.

Number 7: Meyer's "Annelya," a prune-brown woollen for sports suits or coats—one of the most important sports fabrics of the season.

Number 8: Colcombet's "5603," a black, artificial silk jersey with large white tufts—a novel fabric that is smart for scarfs and blouses.

Number 9: Rodier calls this grey-and-red plaid woollen "Tchouklap." It's crinkled with rubber and amusing for blouses and scarfs.

Number 10: Meyer's "5155," a navy-blue woollen with stripes that are achieved by rows of twisted loops to give a smart ribbed and raised effect.

Numbers 11, 12, 13, and 14 illustrate the range of greens available in Meyer's "Odelya," a new ridged silk for evening dresses.

Number 15 is Meyer's "5125," a new woollen for suits and coats in leaf-green tones (shown in deeper shades in numbers 27 and 28).

Number 16: Rodier's "Plumilap Argente," a plain thin woollen that smartly complements Number 22 in an ensemble.

Number 17: Rodier's new "Clokor"—the first gold cloth to be quilted.

Number 18: Colcombet's "5400," a reversible white silk with ruffled tufts emerging on both sides.

Number 19: Rodier's "Perlap," a deep red woollen, interwoven with rabbit hairs and dotted with metal beads.

Number 20: Colcombet's new coating woollen, "189-6." It's of brown angora wool, crisscrossed with brown cellophane strips.

Number 21: Rodier's "Clokor," in silver, quilted in a large design.

Number 22: Rodier's "Tchouklap," a woollen, very thin and accordion-pleated by means of rubber threads. This is the fabric that combines so well with No. 16.

Number 23: Meyer's "5124," a greyish moss-green woollen with raised vertical stripes.

Numbers 24 and 25: Meyer's "Brilenya"—two foliage-green shades of rough woollen for coats.

Number 26: Meyer's "5162," a navy-blue woollen coating with black moiré hair stripes.

Numbers 27 and 28: Meyer's "5125" again—the same smart suit material that was illustrated by fabric No. 15.

Take it from me, it's refreshing!

And take it from us (if you'll excuse us for saying so), Spud's grateful coolness was never such a happy find as on these sweltering days. Spuds cap the fragrance of fine, old-fashioned tobaccos with just a hint of an April breeze! *We know you'll like them!*



Why are Spuds so refreshing? Is it the menthol? Yes. But not menthol in the *smoke*. Spud's tiny bit of menthol does its work *in the cigarette* . . . by simply *cooling* the smoke. So what Spud gives you is just pure tobacco goodness . . . *with the heat taken out.*

CORK TIP or PLAIN



SPUD

MENTHOL-COOLED
CIGARETTES

15¢ FOR 20
(25c IN CANADA)

THE AXTON-FISHER TOBACCO COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY

AMERICAN-MADE FABRICS

Where to Find the Fabrics Shown on the Cover and Pages 34-39

ON the cover of this issue, as well as on pages 34 to 39, Vogue proudly presents no less than forty-six of the outstanding American-made fabrics of the season. Because you may be interested in knowing where in your vicinity you can buy these fabrics, here is a list of shops at which they are available. But since these fabrics are so very new, at our time of going to press we can only give a partial list of the shops that will have them. However, by the time Vogue reaches you, you will undoubtedly be able to find these fabrics at most of the leading department shops throughout the country.

ON THE COVER: Look at the contents page (page 17) for descriptions of the fabrics shown on the cover. If you live in New York City, you'll find the shops at which they are available listed there, too. In other cities, they may be had from the shops given below.

1. The Dupont crêpe, at our date of going to press, was still in the process of being manufactured. But you'll find it soon at most of the leading stores throughout the country.

2. Forstmann's ribbed woollen is to be had from:

Chicago—Marshall Field
Detroit—J. L. Hudson
Indianapolis—L. S. Ayres
Oklahoma City—McEwen-Halliburton
Rochester—Sibley, Lindsay and Curr

3. "Miracle" Velvet, from the Shelton Looms, is obtainable from:

Chicago—The Fair
Cleveland—The Higbee Company
Los Angeles—Bullock's
Pittsburgh—Gimbel Brothers
St. Paul—The Emporium

4. "Tremelo" crêpe, from Wahnetah, is to be had from:

Los Angeles—J. W. Robinson

5. L. and E. Stirn's "Zambry" is from:

Chicago—Marshall Field
Cleveland—William Taylor
Detroit—J. L. Hudson
Kansas City—Emery, Bird, Thayer
Los Angeles—Bullock's
Minneapolis—The Dayton Company
Philadelphia—Wanamaker
Saint Louis—Stix, Baer and Fuller
San Francisco—The Emporium

PAGES 34 AND 35: The fabrics shown on these pages are obtainable from:

1. Stehli's gold-dotted taffeta may be had from:

New York—Macy's

2. Skinner's black ciré chiffon is from:

New York—Stern Brothers

3. Mallinson's gold-and-green tinsel brocade may be had from:

New York—McCreery
Cleveland—Halle Brothers
Los Angeles—J. W. Robinson
San Francisco—O'Connor, Moffatt

4. Onondaga's silver-threaded sheer crêpe is from:

New York—Macy's
Baltimore—O'Neill's
Chicago—Marshall Field
Cincinnati—H. and S. Pogue
Cleveland—Halle Brothers
Dallas—A. Harris
Detroit—J. L. Hudson
Los Angeles—J. W. Robinson
San Francisco—Raphael Weill
Seattle—Frederick and Nelson

5. Openhym's velvet, "Karess," is from:

New York—Lord and Taylor
Cleveland—May Company

Pittsburgh—Gimbel Brothers
Pittsburgh—Kaufman's

6. Openhym's high-lustred velvet, "Regavel," may be had from:

New York—Lord and Taylor
Cleveland—May Company
Detroit—J. L. Hudson
Los Angeles—Broadway Department Store
Pittsburgh—Gimbel Brothers and Kaufman's

7. Manchester's rose plaid velveteen is to be found at:

New York—McCutcheon

8. L. and E. Stirn's "La Tosca" is from:

New York—Lord and Taylor
Chicago—Marshall Field
Cleveland—William Taylor
Detroit—J. L. Hudson
Kansas City—Emery, Bird, Thayer
Los Angeles—Bullock's
Minneapolis—Dayton Company
Philadelphia—Wanamaker
Saint Louis—Stix, Baer and Fuller
San Francisco—The Emporium

9. Haas' gold-threaded silk crêpe may be had from:

New York—Wanamaker

10. Shelton Looms' silver cloth is from:

New York—Lord and Taylor

11. Stehli's gold-striped mossy crêpe is to be had from:

New York City—Macy's

12. Wager and Hirsch's pin-striped white satin is from:

New York—Altman

PAGES 36 AND 37: You'll find the ribbed and checked materials illustrated on these pages at:

1. Forstmann's twin ribbed tweed is from:

New York—McCutcheon
Cleveland—The Higbee Company
Denver—Denver Dry Goods Company
Little Rock—Gus Blass
Los Angeles—J. W. Robinson
Minneapolis—Amluzen-Elwood Company
Pittsburgh—Joseph Horne
Topeka—Crosby's

2. The suède-finished mossy fabric of Dupont yarn, when you read this, will be available at most of the leading shops throughout the country.

3. Juilliard's hairy dress woollen, "Bamba," is from:

New York—McCutcheon
Cleveland—The Higbee Company
Kansas City—George B. Peck
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
Topeka—Crosby's

4. "Crêpe Adrienne," from Mallinson, is obtainable from:

New York—McCreery
Chicago—Carson Pirie Scott
Cleveland—The Higbee Company
Dallas—A. Harris
Davenport—Peterson-Harned-Von Maur
Denver—Denver Dry Goods
Elgin—Ackemann Brothers
Kansas City—Emery, Bird, Thayer
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
Saint Louis—Scruggs-Vandervoort-Barney
South Bend—George Wyman
Topeka—Crosby's

5. Marshall Field's "Beau Monde Twill" is available from:

New York—Lord and Taylor
Chicago—Marshall Field
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

6. L. and E. Stirn's crêpey dress fabric, "Corribba," is from:

New York—Macy's
Chicago—Marshall Field
Cleveland—The Higbee Company
Cleveland—William Taylor
Detroit—J. L. Hudson
Kansas City—Emery, Bird, Thayer
Los Angeles—Bullock's
Los Angeles—J. W. Robinson
Minneapolis—Dayton Company
Philadelphia—Wanamaker
Pittsburgh—Joseph Horne

(Continued on page 72)



CARL KLEIN

Kaufman Fabrics

In these fabrics you will find the rich colorings and skilled weaving that you associate with the costliest imports. You will know the complete satisfaction of wearing fabrics that are authentically styled and correct in every detail. Here we have illustrated two Fall Fashions in...

Carolyn MODES—The raccoon-trimmed coat is \$39.75; the two-piece suit is \$29.75... sold exclusively by one store in each city from coast to coast.

REMEMBER... CLOTHES DISTINCTION BEGINS WITH THE FABRIC... SO ASK FOR KAUFMAN WEAVES

B. M. KAUFMAN, INC., 1441 BROADWAY, N. Y.

Don't say we didn't WARN you!



IF YOU WANT YOUR SHARE OF THE SLIM SUPPLY LEFT OF 16- AND 18-YEAR-OLD PRE-PROHIBITION VINTAGE WHISKEY, BETTER ACT RIGHT NOW!

THERE is a limited supply of pre-prohibition rye and bourbon still remaining in the nation's warehouses.

Several of the most famous brands of these whiskies belong to National Distillers and its subsidiaries.

When this diminishing supply of rare old whiskey is exhausted, you will never see any more, as the government customarily insists that whiskey be withdrawn at the end of 8 years from barrels and bottled for purposes of revenue.

You might, however, reasonably ask—won't this supply last some time? Is there any immediate need for haste in acquiring a stock?

It is not our purpose to sound a selfish alarm. You will always be able to get good whiskies—there is a good supply of aged-in-the-wood and bottled in bond four-year-old ryes and bourbons coming along. *These will be available under the same brand names mentioned here.* On the other hand, facts, based on sales, indicate clearly that every single case of this 16- to 18-year-old vintage whiskey will be sold within a relatively short time.

With the return of better times, people of means are again shopping for character and quality in the liquors they drink and serve.

This explains why our 16-year-old Old Taylor is now completely sold out—as are several other venerable National Distillers brands.

It also explains the swiftly mounting demand for our famous pre-prohibition bourbons—notably Sunny Brook and Old Grand Dad, both from 16 to 18 years in bond. And for Mount Vernon—our one remaining prohibition-aged rye—ranging in age from 12 to 13 years.

So if you wait too long, don't say we didn't warn you.

When liquors of this rare calibre, limited in supply, can be bought at moderate prices, it is obvious that *they can't and won't last very long.*

The famous brands OLD GRAND DAD, SUNNY BROOK and MOUNT VERNON make up the greater part of this special limited stock, but also there are small quantities remaining of OLD McBRAYER, BOURBON de luxe, BLACK GOLD, BLUE GRASS and OLD RIPPY



Whiskey so rare as this is really "occasion" whiskey—not for the everyday cocktail or highball, but for the unusual occasion

PRODUCTS OF NATIONAL DISTILLERS



two smart *Freshen-Up Kits...*
for the scientific care of the
dry and oily skin...



The Kit for the Dry Skin... red or black
suède — the Kit for the Oily Skin...
washable white and silver

THESE two Freshen-Up Kits are veritable treasure chests of beauty! They tuck into your overnight case, car or desk... and keep you prepared for every social demand on your loveliness!

Each contains *seven* of my famous preparations; two for cleansing and stimulating, two to nourish, firm and tone your skin, two exquisite Make-Up foundations, and a glamorous Powder.

The Kit in red or black suède is created for the needs of the dry skin... \$2.50. The Kit for the oily skin comes in romantic white with silver edging... \$2.75.

IN THE FRESHEN-UP KIT FOR A DRY SKIN, THERE ARE...

Cleansing Cream: Delicate, instantly liquefying. *Skin Stimulant:* "Wakes up" your skin, leaves it glowing. *Special Texture Cream:* Keeps your skin smooth and pliant.

Violet Astringent: Tightens relaxed pores, freshens and firms your skin.

IN THE FRESHEN-UP KIT FOR AN OILY SKIN, YOU WILL FIND...

Liquid Cleanser: Removes impurities, dissolves blackheads, modifies excessive action of the oil glands. *Skin Stimulant:* Energizes the skin, leaves it immaculate. *Skin Youth Cream:* An exquisite, light, non-fat-tening nourishing cream. *Astringent Double Strength:* Refines the pores, corrects oiliness and flabbiness.

In each Kit there are also: *Make-Up Lotion:* Leaves your skin flawless, gives it an even, pearly tone. *Mist of Dawn Liquid Finishing Cream:* Keeps your skin fresh for hours, ends powder-dabbing. *Mist of Dawn Face Powder:* Fine-textured, wonderfully adherent, delicately perfumed.

All the better stores have my Freshen-Up Kits and other preparations, and my treatment booklets for home care. Or you may write to me direct at my Salon: 655 Fifth Avenue, New York.

kathleen mary quinlan

Copyright, 1934, by Kathleen Mary Quinlan, Inc.

AMERICAN-MADE FABRICS

(CONTINUED FROM PAGE 70)

Saint Louis—Stix, Baer and Fuller
San Francisco—The Emporium
Topeka—Crosby's

7. Cheney's crinkly, flecked silk, "Frostfleck," may be had from:

New York—McCutcheon
Baltimore—Hutzler Brothers
Chicago—Charles A. Stevens
Cincinnati—H. and S. Pogue
Cleveland—Higbee Company
Dallas—A. Harris
Denver—Daniels and Fisher
Detroit—J. L. Hudson
Houston—Levy Brothers
Kansas City—Emery, Bird, Thayer
Little Rock—Gus Blass
Los Angeles—J. W. Robinson
Milwaukee—Bonesho Shaldnagle
Minneapolis—Amluzen-Elwood
Oakland—H. C. Capwell
Philadelphia—Strawbridge and Clothier
Pittsburgh—Joseph Horne
Topeka—Crosby's
Washington, D. C.—Lansburgh's
Wichita—George Innes

8. Foreman's "Crêpe Cernobio" may be had from:

New York—Lord and Taylor
Baltimore—O'Neill's
Cincinnati—H. and S. Pogue
Cleveland—The Higbee Company
Kansas City—George B. Peck
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
San Francisco—H. C. Capwell

9. Kaufman's rough-surfaced "Crocodile Crêpe" is from:

New York—McCutcheon
Cleveland—The Higbee Company
Kansas City—George B. Peck
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

10. Onondaga's fine silk faille is to be had from:

New York—Lord and Taylor
Baltimore—O'Neill's
Chicago—Marshall Field
Cincinnati—H. and S. Pogue
Cleveland—Halle Brothers
Cleveland—The Higbee Company
Dallas—A. Harris
Detroit—J. L. Hudson
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
San Francisco—Raphael Weill
Seattle—Frederick and Nelson

11. Howlett and Hockmeyer's "Skip Wale Corduroy" is from:

New York—Macy's
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

12. Viyella's washable flannel is obtainable from:

New York—McCutcheon
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

13. "Plaid Salerma," a sheer woolen from George M. Ruth is from:

New York—McCreery
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

14. Deering Milliken's checked wool, "Highlander," is from:

New York—Bloomingdale's
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

PAGES 38 AND 39: The plaid and striped fabrics on these pages are to be found at the following shops:

1. The mossy crêpe of Dupont rayon and acetate will be available, when you read this, from most of the better department stores throughout the country.

2. Forstmann's suède-finished coating, "Marvona," is from:

New York—Altman
Cleveland—The Higbee Company

Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
Rochester—Sibley, Lindsay and Curr
San Francisco—O'Connor, Moffatt
Seattle—Frederick and Nelson
Topeka—Crosby's
Washington, D. C.—Woodward and Lothrop

3. Forstmann's Mohair tweed mixture is to be had from:

New York—McCutcheon
Chicago—Carson Pirie Scott
Cleveland—The Higbee Company
Indianapolis—L. S. Ayres
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
Topeka—Crosby's
Washington, D. C.—Woodward and Lothrop

4. Foreman's "Crêpe Montauban" is to be had from:

New York—Altman
Cleveland—The Higbee Company
Kansas City—George B. Peck
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
Topeka—Crosby's

5. Marshall Field's "Amarelle" is from:

New York—Lord and Taylor
Chicago—Marshall Field
Cleveland—The Higbee Company
Kansas City—George B. Peck
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

6. "Kinkyhair," Kaufman's flat-nubbed tweed, is from:

New York—McCutcheon
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

7. Onondaga's faille-like crêpe with matelassé dots is from:

New York—Lord and Taylor
Baltimore—O'Neill's
Chicago—Marshall Field
Cincinnati—H. and S. Pogue
Cleveland—Halle Brothers
Cleveland—The Higbee Company
Dallas—A. Harris
Detroit—J. L. Hudson
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
San Francisco—Raphael Weill
Seattle—Frederick and Nelson
Topeka—Crosby's

8. Kaufman's rough, hairy wool, "Alligator Skin," is from:

New York—McCutcheon
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

9. Juilliard's striped novelty dress wool is from:

New York—Lord and Taylor
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

10. "Canvacel," Celanese's basket-weave dress fabric is from:

New York—Altman
Baltimore—O'Neill's
Baltimore—Hutzler Brothers
Cleveland—The Higbee Company
Fort Worth—Monnig's
Houston—Levy Brothers
Kansas City—George B. Peck
Los Angeles—J. W. Robinson
Los Angeles—Bullock's
Memphis—John Gerber
Philadelphia—John Wanamaker
Philadelphia—Strawbridge and Clothier
Pittsburgh—Joseph Horne
Pittsburgh—Gimbel Brothers
Pittsburgh—Kaufman's
Richmond—Thalhimer Brothers
San Antonio—Wolff and Marx

11. Forstmann's diagonal suède wool coating may be had from:

New York—Lord and Taylor
Cincinnati—H. and S. Pogue
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
Saint Louis—Scruggs-Vandervoort-Barney
Seattle—Frederick and Nelson
Topeka—Crosby's
Washington, D. C.—Woodward and Lothrop

(Continued on page 81)

*She always thought Dull teeth
were Natural*

..until she tried a true film-removing tooth paste

To give teeth new brilliance, remove film. But be sure to use Pepsodent—no other well known tooth paste—equally safe—removes film so thoroughly.

FILM mars the loveliness of teeth. It is the greatest single cause of tooth decay. And, if you use ordinary brushing methods, you may not escape this dangerous film, which forms constantly on everyone's teeth.

There is now one *best* way to keep your teeth free of film. Laboratory tests and scientific facts indicate that way is Pepsodent—known as the special film-removing tooth paste. For, of all other leading methods, none other equally safe removes film so thoroughly. The cleansing and polishing material in Pepsodent is alone responsible. This film-removing material is *twice* as *soft* as the polishing materials used in other leading tooth

pastes—many times as soft as that in leading tooth powders. Yet the way it removes film and cleans teeth is indeed impressive.

This polishing agent is contained exclusively in Pepsodent. That's why Pepsodent is really different. It works in a different way to give different results. When Pepsodent is so safe, so certain, how can you afford to entrust the care of *your* teeth to "hit or miss" methods or bargain dentifrices? Mail coupon for generous trial tube. Watch results! We believe you will want to use Pepsodent regularly twice a day thereafter. And be sure to see your dentist at least twice a year.



FREE 10-day tube

THE PEPSODENT CO., Chicago
Dept. 1708, 919 N. Michigan Ave.
Send 10-Day Tube of Pepsodent to

Name _____ 4455

Address _____

City _____ State _____

This coupon is not good after November 15, 1934. Only one tube to a family.

TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 64)



Approved way to permanently destroy hair

TODAY, ZIP is the only Epilator available for actually destroying hair growths, by removing the cause. Tested over a period of twenty years, ZIP has been used by thousands of women for effectually destroying hair *on the face, arms, legs and under-arms*. So simple...So quick...ZIP leaves no trace of hair above the skin...no prickly stubble later on...no dark shadow under the skin. That is why so many screen

stars and noted Beauty Specialists recommend ZIP. Each treatment makes the growth weaker until destroyed completely.

Pleasant to use, and delightfully fragrant, ZIP acts immediately and brings lasting results. In the new Kit container, carrying with it everything you need for a complete treatment, you can get the full benefit of my ZIP Salon treatment right in your own home. And the Kit costs only a dollar.

And if you prefer a cream depilatory

ZIP By far, the most popular cream depilatory today is ZIP. It is so white and creamy, as delightful as your choicest cold cream. You simply spread it over the surface from which the hair is to be removed, rinse off with water, and then admire your beautiful hair-free skin. If you have been using less improved methods, you will marvel at this modern, *perfumed* cream. And the giant tube gives you twice the quantity you formerly obtained when buying your depilatory—and at a surprisingly low price.

During the bathing season, treatment prices at my Salon are reduced

Madame Berthe
SPECIALIST

562 Fifth Avenue
Private Entrance 46th St.
New York City



ZIP Spray Deodorant

The quickest and easiest way to apply liquid deodorant. New formula. Beautiful atomizer bottle. ZIP Spray Deodorant checks perspiration, 50c.

ZIP Cream Deodorant

At last, a physician's prescription for eliminating odors. This delightful cream, applied with finger tips, acts immediately. Fascinating carved wood container, 35c, 50c. All good stores or by mail.



his manly beauty. The case costs about \$10—and it is worth more than that not to have to fit bottles and brushes in places that seem too small when you are in a hurry.

- There is no reason why I shouldn't come right out and say that a boy ought to take care of his nails just as much as a girl, except that I value the friendship of a few males under fifteen. However, I will drop the hint that a parent should supply her son with a pigskin manicure set, which is lined with suède and looks just like a wallet—and hope that he will use it. The case I have in mind is fitted with good strong nail-scissors that will cut thumb-nails, a pair of clippers for toe-nails, a file, and a cuticle pusher. It is to be found at Abercrombie and Fitch and costs about \$7.50.

- Those corduroy terry-cloth bathrobes made exactly like a polo coat, which De Pinna has in blue, white, or yellow for about \$12, are so perfect for school or college that it seems futile to look further. Although I have never frequented a boy's dormitory shower-room, I have a feeling that, no matter how old boys are, there is something irresistible about spraying water on a nice dry companion, and, of course, snapping damp towels on bare legs is even more irresistible. But nothing serious happens to these bathrobes if they get soaking wet. Wash-rag and soap can be put in the pockets, and no harm is done.

- Impressive literature left conspicuously on tables is one of the nicer affectations of the budding intellectual. (I remember feeling that any one who didn't have *Peter Whiffle* on his table simply hadn't lived.) I have in mind a pair of good sturdy masculine book-ends to take care of a boy's literary display. These look a little like a pair of gun-metal Rockefeller Centres with silver ornaments instead of gold. They are heavy enough to hold up tomes on law or medicine, and they are handsome enough to go on bracing his literature long after college days. Mark Cross sells these book-ends for about \$7.50.

- I feel pretty safe in prescribing for boys, since they generally take what they get and like it. But as for girls—I even hesitate to buy things for myself, for fear that I won't approve of them. So, whatever your daughter says about my suggestions as to what she should take away to school, remember that they were made in the spirit of helpfulness.

Why not book-ends, since we are on the subject? Alice Marks has a pair that satisfies my love for things that don't look like what they are. These look like pottery twin beds with mattresses of earth in which ivy is growing (or sleeping) peacefully. They cost about \$6.75. You can have them planted with cactus for about \$7.50, if you object to the scholastic tone of ivy—or even with orchids, if your daughter would like to indulge in exotic gardening between classes. They are made in black and white and practically any colour you want.

- A really nice gift for a schoolgirl is a grain-leather writing-pad that opens up like a desk. It has steel supports that hold it rigid for writing on your lap—a great improvement on the old magazine support. There are compartments for all sizes of stationery, from the tiniest bread-and-butter note-paper up to large sheets for best-friend letters. This pad is lined with moiré silk and is very handsome indeed. Saks-Fifth Avenue has these pads, ranging in price from about \$12 to \$15.

- I might have gone on with my education if I had been able to cope with the problem of what to do with pencils and pens, note-books and such, after I got too old to sit at a school desk. Now I find that all these things can be put in a leather portfolio with a slide fastening on three sides, so that you don't have to grope around to get things out. There is also room for your money, lipstick, handkerchief, and even your rubbers, if they aren't too heavy and practical. This portfolio opens up perfectly flat and is solid to write on. Abercrombie and Fitch has it made of pigskin, Cordova leather, or pin seal, ranging in price from about \$7 to \$15, depending on which leather you choose.

- A little item to add to the portfolio above is a tiny leather emergency manicure case. (Nothing takes your mind off Chaucer so much as a hang-nail or a rough finger-nail!) Mark Cross puts scissors, file, and all into bright little triangular leather or plain pigskin cases, costing about \$1.50. You can rely on a girl to have full manicure equipment for taking off or putting on various coloured polishes, but a convenient little thing like this might have escaped her notice.

- I can't help getting repetitious and mentioning sewing kits again, since girls can't be little women without the appropriate stage properties. The Belding-Hemingway people make small compact sewing-cases in various leathers lined with satin and holding fourteen shades of silk thread—which ought to cover the colour range of any schoolgirl's wardrobe. In addition, there are needles, darning cotton, a tape measure, thimble, and everything to make mending easy; for less than \$3, at Altman.

- Private baths are a rare luxury in schools or colleges, and a Vassar girl told me that there was a crying need for something in which a girl can carry things from her room to the shower-room. Out of sheer love of satisfying people's wants, I have gone to the trouble of practically inventing a gadget (with only a touch of plagiarism). It is a painted wire basket that slips over your arm and has compartments for soap, wash-rag, cold cream, bathing-cap, or what have you, with a wire ring underneath you, with a wire ring underneath you, on which to hang your towel. You can hang this basket on a hook in the bathroom and keep all of your things together, instead of strewing them about the basins and shelves. The cost is less than \$2; Altman will supply you. (Continued on page 80)

All set for refreshment

Drink
Coca-Cola
Delicious and Refreshing

**A natural partner
of good things to eat**

The revolving door with its chafing-dish surprise swings into the game room. The hostess takes her place behind the appetizing buffet. Time for refreshment! And again Coca-Cola, ice-cold and tingling, plays a leading part. It will refresh you, with life and sparkle that awaken energy, and keep you feeling fit.

Ice-cold Coca-Cola is every place else; it ought to be in your family refrigerator.

HOLLYWOOD

**"goes
knit"**



Early in September you'll see MISS GAIL PATRICK playing the feminine lead in Paramount's newest release "Wagon Wheels"



"Where, I ask you," says Gail, "would you look for the smartest knit dresses if not in Hollywood? With the landscape simply dotted with the cleverest designers, and California's all-year outdoor living for inspiration—not that knitwear isn't chic indoors too—what would you expect?"

Miss Patrick shows an intriguing town and country model in basket-maker stitch beetle-green-and-white shadow chenille. Also in "caballero," clay rust, and five other new colors. Perky beret and scarf to match. Very suburban English. Your favorite store has other thrilling models...tagged at less than you'd imagine!

Only in Nattiknit can you get the patented "Turn-it Skirt." Turn front to back every day and never worry about "bulges" in the wrong places! There's 3 inches come-and-go in the waist-band too—very handy!

Nattiknit

LOS ANGELES KNITTING MILLS ★ HOLLYDALE, CALIFORNIA

GIRLS ON THEIR OWN

(CONTINUED FROM PAGE 33)

will say, "I'm the only one in the whole class who really can do physics." But ten to one, she will counter this with the following statement. "But, of course, Edith and Emelyn are sharks at English, while I'll always be a flop at that." Or, in contrast, one may get from a girl a self-estimate that shows a real perspective. Not long ago, I discovered that one had chosen to go to a play when it seemed to me that she should have been at a dance that took in her own associates. She was utterly direct in her reasoning and unhumiliated by her statements. "No, I didn't want to go. You see I'm not the sort to be really popular until I'm over twenty-five." I thought of the jealousies and anguish of the old cotillion, even of the agony of the later stag-line that left the unpopular girl more unpopular after each dance to which she was forced to go. There seemed something very stable, very happy in this reckoning that realized that popularity must take a little seasoning. Bravado, of course, it may have been, though I do not think so. In any case, the girl seemed content at the moment, undisturbed by the future. She had sized up herself, taken her own line, and that line did not include sitting out a dance in the dressing-room while an orchestra blared outside the door.

Much of this self-assurance is evident in other ways, particularly in regard to clothes. At fourteen or thereabouts, girls become clothes-conscious, leaving for the summer vacation with straggly hair or hair in pigtailed and coming back with the most perfect cuts and waves. Almost their first break for freedom, when they are out of their school uniforms, is to be dressed unlike their younger sisters, which, as they will candidly explain, "just pleases mother, and looks so cute and cunning to her friends." At once, their closets become frankly bulging. And while later, when they have tried their wings, they are apt to settle down to colours, styles, and textures that seem more appropriate for youth—even in these days when no fast lines are drawn—at first, these youngsters take quite naturally to what is dashing and sophisticated. Seen at night in their first evening wraps, in their first evening dresses, unskilled in using lipstick, but delighting in the use of it, they seem quite different from the children who, on the next morning, will come tumbling into classrooms in their uniforms, with no hint of last night's appearance of sophistication, save as it has lasted in a permanent wave.

DRESSING THE PART

In this way, the word "appropriate" has taken on new meaning. While it used to be applied to youth, forbidding it to wear certain fabrics such as velvet and brocade, it now means that the dress is suited to the use required. School uniforms, which may be becoming or not, are accepted for their utility to the occasion; and by themselves, the girls have decided that lipstick and a coloured nail polish are ruled out when a uniform is worn. In the same way, in the very closet where hangs an evening wrap or dresses never dreamed of by the girl of twenty years ago, there hangs the ski suit or the

gym suit. When the clumsy garb for calisthenics was worn a generation ago, it was hoped that no male eye would ever see it. To-day, it is worn with a complete unconsciousness of its attractiveness or unattractiveness. The hockey suit is slipped on carelessly because it is designed to help a girl in the game she wants to play. At a field-day, should brothers and their friends be there to watch and not find the hockey togs becoming, "it is just too bad for them." While the game is going on, the players have apparently no thought of feminine dignity or lure. With no consciousness of those who may be in the side-lines, their eyes are on the ball.

YOUNG CRITICS

With this new outlook, it is evident that none of the old-fashioned zest may now be had from reading. Gone are the glamorous heroines, for, to read with gusto, one must be able to merge one's own identity. The background and circumstances may be different, but the point of view must be the same.

The girls of to-day do read eagerly; but since they have not the same longings or the same ambitions, they read with a sense of the quaintness of a world that has slipped by. To go as far back as *Tess of the D'Urbervilles*, they express a complete disbelief that there could be, to-day, a girl in any village now who is as ignorant as Tess. According to them, she would have gone to the "talkies," which would have averted her black tragedy. She would have been saved from the villain Alec at the price of forty cents spent on one visit to the silver screen. Meredith's Diana, who was the inspiration of another generation, to them is just a scare cat. I daresay they think she lacked "technique" in getting rid of her friend Emmy's husband. But in any case, they can not see why one encounter with him should plunge her into marriage with a man she did not care about. Nor can they see why having been forced to leave her husband, she should have been terrified at being followed in the London streets, so terrified that she had to take her walks accompanied by a mastiff. As one student put it to me, "Just yesterday, two foul-looking men called out to me, 'Hello, Blondie,' but I didn't feel I had to rush away and buy a Pom." As a matter of fact, in a world far less safe than that of twenty years ago, they go adventuring with too little thought of obvious dangers.

Their interest in the lives of others is keen. I took a small group of them once to the studio of a painter hard hit by the depression. After they had talked to the artist about his works, they left with a discussion as to the obligation of wealth to stop hoarding gold and to take a chance on modern art as an investment. In the same way, when we ended at the house of a writer whom I knew, what was important to them was not his house nor his appearance, but that they were meeting a man whose books they admired. Their concern for the afternoon had been mature. They had been weighing values. To do what one wished to do, what was (Continued on page 78)



When you remove cosmetics the Hollywood way, you guard against unattractive Cosmetic Skin . . .

POWDER and rouge every day? Skin delicate? Even then there's no need to worry about getting unattractive Cosmetic Skin.

Though you may already have detected warning signals—tiny blemishes, enlarging pores, blackheads, perhaps—you can guard against this modern complexion trouble the Hollywood way.

Cosmetics Harmless if removed this way

Cosmetics need not harm even delicate skin unless they are allowed to *choke the pores*. Many women who *think* they are removing cosmetics thoroughly are all unconsciously leaving bits of stale rouge and powder in the pores to choke them day after day.

When this happens, the pores gradually become clogged, distended—unable to function normally. Cosmetic Skin develops.

You needn't run this risk. Lux Toilet

Soap is made to remove cosmetics *thoroughly*. Its rich, **ACTIVE** lather sinks deeply into the pores, carries swiftly away *every vestige* of dust, dirt, stale cosmetics. Before you apply fresh make-up during the day, and **ALWAYS** before you go to bed at night, remove stale make-up *thoroughly* the modern Lux Toilet Soap way.

In this simple way you can protect your skin—keep it lovely. Hollywood stars have used this soap for years.



You can use cosmetics as freely as you wish, if you guard your skin as I do—with gentle **Lux Toilet Soap**

ELISSA LANDI

FIND YOUR fashion LINE



*S*lim or full, short or tall—there's a fashion line in every feminine figure—a contour of smartness that Bien Jolie knows how to accent perfectly. Whatever your figure faults there's a Bien Jolie to correct them. It may be a moulding corsette—a subtly uplifting bandette—a mere wisp of an elastic girdle. Your corsetiere will suggest it to you—and show you the way to loveliness in every line. At all corsetry departments.

BENJAMIN & JOHNES, Inc. • NEWARK, N. J.

BIEN JOLIE

FOUNDATIONS

Loveliness in Every Line

GIRLS ON THEIR OWN

(CONTINUED FROM PAGE 76)

the price and the surrender? The flavour of the afternoon lay in the different kinds of lives that they had seen.

How do they live their own? Mostly, because of the exigencies of a modern education, the chief part is mapped out for them. There is school with its afternoon activities that lasts till half-past four. There are dancing-lessons, music-lessons, riding-lessons, and home studies, and to such an extent that one of my pupils told me that she had to wake herself in the middle of the night in order to have a little time to think. There are also the week-ends with Saturdays at the playground, with the opera, with theatres, and with contract—which starts in at an early age. But more important is the relation that girls have with each other.

Chiefly remarkable is their incredulity at the old understanding that girls had with each other, that an engagement held only so long as a boy, any boy at all, did not break in. A broken date is too high a price to pay for popularity with their own sex, and except for a rare and special instance—really an emergency—a girl is scrupulous in keeping her arrangements with her girl friends. As important is their attitude towards their elders. Not long ago, a friend of mine asked her daughter, in my presence, if she would not listen to me and

abide by what I said. Listen to what I said she would and did. But to abide by what I said, she admitted that she wouldn't, unless she was convinced by it. What I wished to get across was that, while customs changed, the second best in any age would always be the second best; that if a girl succumbed to that in haste, she almost inevitably ruled herself out from getting to first place. This daughter of my friend weighed what I had to say; then ended by stating that she could see some sense in that kind of advice.

But the worth of advice now goes in inverse ratio. She had been put off by my years, that seemed to rule me out from seeing things as she would see them. Had she been talked to by a contemporary of her own, whose advice she valued, she would have been far more hesitant in expressing her objections. The chances were that I would prove old-fogey. By admitting my ignorance of her modern problem, and by merely stating a perpetual problem, I had won her over. But what she really wanted was what all girls now want in matters of their conduct. They will listen to advice, and then take it—or not take it. But if they are up for judgment, it must be by a contemporary. The verdict is not a verdict unless they have had a trial by their peers.

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 66)

unlimited numbers. The lipstick is of the smooth, non-drying quality for which Coty is famous, and its colours are in five "blood tones," ranging from extra light to dark. The cake rouge is light in texture and is in five corresponding shades. When you seek out these new lipsticks at your cosmetic counter, you will find a sure way of judging which one should be yours, because there is a new Coty display case that holds the rouges and lipsticks and above it a mirror and reproductions of the various colours. You study your skin and the shades in relation to it, until you feel that you have found your affinity.

• That cunning little round pot that holds Yardley's cream rouge now holds a new shade, "Medium," which, as its name implies, is nicely suited to all medium colouring. These rouges are of the fluffy, very light type that goes on easily over a foundation cream, or without it, if you prefer, and looks very natural. And the little pot is such fun that you like to have it among your accessories.

If you have a good deep tan and are not quite happy about the way your powder shade blends with it, you might try Yardley's new "Gypsy." It avoids a yellow cast and looks well over a tan, whether you are blond or brunette. Like all the Yardley powders, it is perfumed with the lovely fresh scent of English lavender.

• On page 66, you see Lucien Lelong's new "Guest Powder" box, to our minds one of the chefs-d'œuvre of the summer contributions. Another bit from this ingenious gentleman is the

new "Directoire" compact, which is a masterful piece of craftsmanship. It has a jewel-like quality about its mechanism and is available in black, white, and four colours. If you carry the case in Capri-blue when you wear a dusty-pink ensemble, your reputation for perfect combinations will be established forever.

• If you are going to Bermuda—and who wouldn't, if they could?—don't forget that the perfumes that are made there, out of the flowers of the Islands, prove enchanting souvenirs. Of course, there is the "Easter Lily" (the flower that made Bermuda famous), which was the first of the series. Now, there are "Oleander" and "Jasmine" and "Sweet Pea" (which has caught the true, sun-drenched fragrance that Bermuda sweet pease always possess), and now a brand-new one, "Freesia." If you can't bring back the flowers themselves, these perfumes are marvellous approximations of them, and they are sold in all the better Bermuda shops.

• Alice Marks, who has a flair for providing chic things for your dining-table or your garden plot or your dressing-table, has now produced a duo of vanity-case and comb, entirely done in mirror, which she has imported from France. The vanity-case is square for loose powder, with a pink down puff inside, and the little comb is in a mirror case. If you didn't own the vanity, you could almost look in the side of the comb-case while you comb your hair. Anyway, these cases couldn't be smarter, and they would make a perfect bridesmaid's gift—that is, if you could bear to give them away.

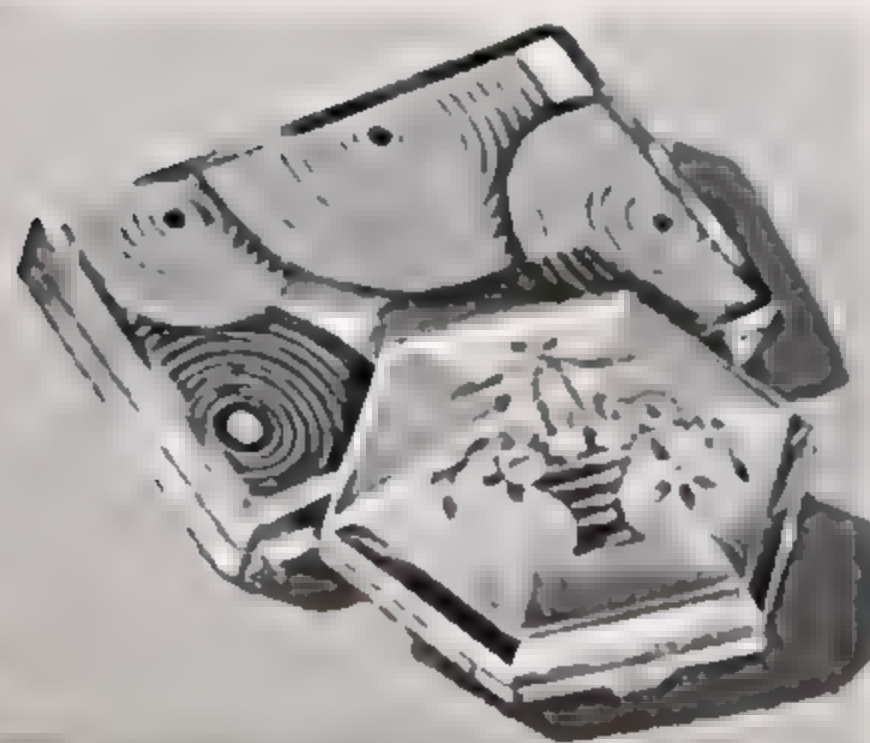
the
DULL
FINISH
make-up



To end unlovely shine

Four words explain why Houbigant *Dull Finish* Face Powder made an instant success: *It ends unlovely shine!* Its subtle petal-smooth effect is something that women always hoped for...and found at last!

Now Houbigant meets *all* your cosmetic demands with a complete *Dull Finish* ensemble—complementary to the powder, complimentary to your complexion. These are the essentials for civilized make-up—minimizing obviousness, emphasizing naturalness!



THESE ARE NEW!

The "Country Club" Triple Compact, smartly modern, at \$3.75; the "Flower Basket" Double at \$1.75...both with Houbigant *Dull Finish* Face Powder in compressed form.



"Dull Finish" Face Powder is supremely natural; in six perfect shades and the exquisite fragrances of *Quelques Fleurs* or *Le Parfum Idéal*. \$1 and (demi-size) 55c—without premiums or inducements other than its own supreme merit. *It ends unlovely shine* for many hours, without renewal.



Hand Processed Rouge. Its new, feathery-fine texture blends correctly and subtly, like color *under* your skin, to give you rouge-rightness that lasts. Six uncannily natural shades; three times as much rouge by actual weight. 75c.



Lipstick "Tenace"—enormously successful with society women here and abroad, because it is as tenacious in service as in name! No greasy shine—but natural texture and a lasting intensification of your lips' own shade. In a slim gold-finished case—\$1.10.

H O U B I G A N T

*T*HERE'S NO CUTTING
AT THE INSTEP IN THIS TANGO
PUMP.

A smart shoe that is comfortable on any foot, thanks to a new principle of construction. An invisible gore, built into the shoe, gives a fit of cozy snugness without binding . . . really a new achievement in fine footwear.



Evans Kid Leathers contribute in no small measure to the beauty and perfect fitting quality of the Tango Pump. A number of leading stores feature it. Among them are:

BUFFALO, Wm. Eastwood Co.	LOS ANGELES, Broadway Department Store
CINCINNATI, Mabley-Carew & Co.	MILWAUKEE, Paradise Shop
DENVER, Denver Dry Goods Co.	PHILADELPHIA, Geuting's
DETROIT, R. H. Fyfe & Co.	SAN FRANCISCO, Sommers & Kaufmann
EL PASO, Given Bros.	ST. LOUIS, Stix-Baer & Fuller

John R. Evans & Co., Camden, New Jersey.

Evans Kid Leathers
in black and standard colors

TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 74)

- The moment that the word luggage is mentioned, I become a raving Anglo-maniac and want to do a little proselyting on the subject of good strong luggage bought to last a lifetime. When your child, boy or girl, starts off to school, you might as well count luggage in his first year's expenses and send him, or her, off properly equipped. Style may enter into luggage, but not to the point where it has to be changed with the seasons. Saks-Fifth Avenue has an extra-sized, dark-striped canvas trunk bound in steel, which opens on each side and has plenty of wardrobe and drawer space. It costs about \$148 and is perfect for a college girl. There is a combined hat-and-shoe-box to match, for about \$45, and a wardrobe suitcase for week-ends that costs around \$35. Every girl wants a fitted suitcase; I liked the fifteen-by-twelve-inch ones of morocco or pigskin with corduroy slipcovers. They have gay red fittings and cost about \$38.50.
- Arthur Gilmore has grand luggage for boys. There is a fibre trunk with drawers made the width of a shirt, complete with laundry bag (essential for trips home) and a shoe-box and priced about \$130. Then, there is a light cowhide duffel-bag with a slide closing; it couldn't be more receptive for sweaters and tennis shoes and anything that is left out of the trunk. The price is around \$15. A hand-stitched cowhide week-end case ought to complete a boy's luggage. This you can get for about \$27, also from Arthur Gilmore.
- Time is important enough in school or college life to make Abercrombie and Fitch scratch their heads (figuratively speaking) to find a watch that thrives on abuse. First, they thought of a stainless steel case to cover the fine works that they had had made in Switzerland; then, they added an unbreakable glass face; and now they boast that you can jump up and down on the resulting watch and it still goes on running (test it at their hazard). If you fasten the pigskin strap on your child's wrist and make him promise to wind his watch once a day, you will know that you have done your part in getting him to classes on time. It is impervious to showers or lily-pond duckings, or football, or any of the things that upset the routine of an ordinary watch. The girl's size costs about \$30, and the boy's, about \$25. Both are not only strong, but beautiful—you couldn't find a better-looking sports watch.
- Working on the supposition that you have explained to your child about polished shoes being the outward and visible sign of success, I am suggesting that you supply him, or her, with one of the best shoe-shining kits that I have ever seen (superlatives are hard to get out of me). The seven-by-five-inch case is made of the finest sole leather, and in it are two English brushes; white, brown, and black tubes of Meltonian cream; and velvet pads for polishing. This is from Fortnum and Mason, who have that good English veneration for leather, and it costs about \$5. I was impressed with this self-service kit coming from a country where they know what to do with shoes that are put outside the door at night.
- All these school things are working me up to a point where I can see light on the ink-in-the-fountain-pen situation—and that is a lot from one who has no intuition about imminent droughts. Mr. Parker has been pondering over this very problem, and the result is a transparent pen that keeps you right up to date as to how your ink is holding out. The pen in question fills with the aid of a metal plunger, I am told that you can use the pen point on either side, which seems pretty versatile to me. I saw these pens in grey and burgundy, at Brentano's, for about \$5 for the small size and \$7.50 for the large.
- Lewis and Conger have an electric apparatus that should cause plenty of midnight-supper trouble at school. It can be used for toasting, grilling, broiling, or boiling—I can't think of any other possibilities at the moment. I hope that I am not dating myself by recommending it for fudge parties; I should like to feel that the fudge passion was still sweeping around boarding-schools in America. Anyway, there are two pans, which are good for whatever dish is the mode of the moment, as well as an egg poacher and a grill; and the whole thing is on a tray to prevent the table from being burned. Everything, including these gadgets, packs neatly away in a compact square. With the cord and all, this sells for less than \$15.
- Boarding-school children lead goldfish lives practically devoid of privacy, which probably accounts for their passion for "tuck boxes." Best is selling quantities of twenty-four by fifteen-inch natural wood pirate boxes with strong locks (costing about \$7.50) for children to keep in their rooms at school. In one of these, the student can lock away his or her diary, letters that have some special meaning, or any of the unaccountable things that children hold sacred and private. The boxes are quite plain, as school children like to decorate them themselves. It seems a pity that pyrography (burning on wood is the translation) is no longer considered an accomplishment, for these boxes would be a perfect field for it.
- Handkerchiefs may not seem very much of a discovery, but when you can get your child's name embroidered on them inexpensively to eliminate sewing on name-tapes—this is news. McCutcheon will do it by machine in a reproduction of your offspring's own handwriting—a forerunner of the big executive's illegible scrawl. Boy's handkerchiefs of pure linen (tested with a wet paw by me), with rolled hems and tape borders, run from about \$4 to \$6 a dozen. Girl's handkerchiefs cost about \$4 a dozen. Signatures cost only about \$1.50 a dozen by machine, and they have such a hand-made look that they even fooled an old embroidery connoisseur like myself.

AMERICAN SUMMER

(CONTINUED FROM PAGE 31)

more comfortable, less elaborate, costumes. At the Payson's out-of-doors dance, outrageous ones like a tartan ballet suit with a St. Tropez hat. The simplest male answer to the fancy-dress problem: white over-alls with paint brushes sticking out of the pockets.

Shorts whenever it's hot and informal, and that's lots of the time. Parasols on the beach (see snap-shot of Mrs. Howard Cushing, Mrs. Gordon Douglas, Mrs. Ogden Phipps, and Mrs. Robert Stevens, on page 30). Very few studied costumes except at big Sunday luncheons, or in the members' stand at Meadowbrook.

SOUTHAMPTON: Great beach activity. Fun making a tour down the beach, stopping at the Palmer Dixon's or the William Laughlin's for a drink and a dip, and so on down the shore. Yachts are anchored in the Bay below, the horizon is dotted with sails, and Mario di Zoppola is scooting along the shore in a tiny motorboat. Quieter dips at Peconic Bay—from the National, Mrs. Charles Sabin's "Bayberry Land," or the George Clark's house on Ram Island.

Porch life: The Meadow Club porch full of people gasping after fast tennis. Five-thirty at the National, when the waiting wives meet their golfing husbands and watch the sunset together. New sports: the Thomas Carnegie, juniors, trekking to Bridgehampton for skeet shooting. Almost every one trying their luck at swordfishing off Montauk. Every one full of flying enthusiasm. The dashing Peter Brookses coming down in separate mono-coups, landing on the Indian Reservation,—a swim and back to town the same evening. George Atwell flying over from Westbury, and the Earl Smiths swooping down on the lake.

Not so much burning as last year. Umbrellas and big hats. Those rubber bathing-suits again. Two handsome visitors chose white ones—Mrs. Nicholas Ludington and Mrs. Walter Maynard. Charming exceptions: Mrs. Thomas and Mrs. William Laughlin and Mrs. Arthur McGeoch loyal to gingham, and Mary Taylor, over from rehearsals in Easthampton, in a delicious pink wool one-piece model.

Gay evenings leering over the tables at Dwight Fiske, at the Tent. Good old Canoe Place still crowded, and the Hampton Players well patronized. New dancing places on Shinnecock Bay, cool dancing; the moon over the water.

NEWPORT: Early season excitement over the Astor-French wedding. Print dresses, some long, and big hats. Joan Blake in a huge natural straw hat with a giant poppy in the front that repeated the red in her print and dark finger-nails. Mrs. William Vanderbilt in a cool field-flowered crêpe.

Newport is a place where, thank Heaven, some things go on without a change. The Scotties wait outside of Bailey's Beach, and you can still recognize most of the men by the bathing-suits they've worn for the past several years. But the women have gone wildly nautical on beach clothes. Backless middies with long navy-blue pants on Rose Winslow and Mrs. Henry Sanford, junior. Mrs. Crocker Snow in a white sailor suit. Mrs. Nathaniel Hill with a white sailor hat turned up all around and tied with navy-blue ribbons. And the prettiest conceit of the season—Ethel Woodward's big crownless hat—with a private flag on top! Owner obviously aboard.

The Manvilles and the Harold Vanderbilts entertaining aboard their yachts. The wonderful mint juleps at Pierson Scott's. Lots of little Grosvenors in white rubber bathing-suits at the beach. Duke Kohanamoku's new surf-board for riding in on the waves.

BAR HARBOR: The season beginning with great pillow plumping and delphinium weeding in anticipation of the five hundred delegates of the Garden Club of America. The Rockefeller's garden—thrown open for them—and a week later plowed up for a summer siesta. Mrs. Edwin Corning, Mrs. Gurnee in her Swiss chalet, Mrs. Harry Hill Thorndike, the Edsel Fords, the Dorrances, and Mrs. Edward Browning all entertaining the delegates.

The McCormick-Collier wedding bringing out the printed chiffons and big hats—a little shivery. Enchanting white chiffon bridesmaids against white peony decorations.

Gay, friendly Sunday buffet suppers at the Bar Harbor Club. Privacy for those who want it: Sydney Howard, in seclusion, maybe at work on a novel.

Across the Island, Mrs. August Belmont, Lady Lindsay, and Olga Samaroff Stowkowski, hidden away.

The Mount Desert uniform: felt slouch hats and bouclé suits. For the cold plunges: light colours in hand-knitted suits, and a robe.

And wherever the active spirits of the winter season gather in the summer—strenuous relaxation.

AMERICAN-MADE FABRICS

(CONTINUED FROM PAGE 72)

12. Onondaga's woven, checked tafeta is to be found at:

New York—Altman
Baltimore—O'Neill's
Chicago—Marshall Field
Cincinnati—H. and S. Pogue
Cleveland—Halle Brothers
Cleveland—The Higbee Company
Dallas—A. Harris
Detroit—J. L. Hudson
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
San Francisco—Raphael Weill
Seattle—Frederick and Nelson

13. American Woolen's bold plaid woollen may be had from:

New York—McCreery
Boston—Jordan Marsh
Buffalo—William Hengerer

Cleveland—The Higbee Company
Kansas City—George B. Peck
Los Angeles—J. W. Robinson
Louisville—Stewart's
Pittsburgh—Joseph Horne

14. "Feather Taffeta," Wahnetah's alpaca-like silk, is from:

New York—Lord and Taylor
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne

15. Foreman's "Crêpe Galzano" is from:

New York—Stern Brothers
Cleveland—The Higbee Company
Los Angeles—J. W. Robinson
Pittsburgh—Joseph Horne
Topeka—Crosby's



PHOTO COUNT DE MIRO

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1 Squared cut-outs give this Stetson tie a geometry all its own. Schooled to wear with your tailored twills and tweeds. Suede and calf, or all calf. Good autumn brown, also black.



2 New ghillie leads the field on nature-study hikes! The ultra-flexible, water-proof sole and perforated, unlined vamp protect and ease the foot in tramping. Brown.



3 This bow pump gets the bids to all the best parties! Black suede and patent, with stitching to match the silver threads in your frock. Or brown with light gold stitching.



Stetson Shoes are seen everywhere, and found in at least one location in most cities. Ask for little book of camera-shots showing all the new styles. Stetsons for men, too, at many of these addresses.

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COLUMBUS, Holbrook Bootery Co.
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DAYTON, Harry L. Buck Shoe Co.
DECATUR, ILL., Raupp & Son
DENVER, Daniels & Fisher Stores Co.
DERBY, CONN., Hubbell Bros.
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DETROIT, Berke's Boot Shop
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FLUSHING, L. I., Harry Sachs
GREENWICH, Favorite Shoe Store
HARTFORD, W. G. Simmons Corp.
HUNTINGTON, W. Va.,
Ayres & Harwood
KANSAS CITY,
Arnold Glove Grip Shoe Shop
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LINCOLN, NEB., Miller & Paine, Inc.
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MADISON, Huegel-Hyland Co.
MASON CITY, Iowa, Laird Shoe Co.
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MOLINE, Schwenker & Mouglin, Inc.
NEWARK, Stetson Shoe Shop
NEW YORK, Stetson Shoe Shops, Inc.
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289 Madison Avenue
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NEW YORK, N. Ostrow
NEW YORK, Benjamin Pollock
NEW YORK, Swartz Shoe Shop

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OMAHA, NEB., Nebraska Clo. Co.
PHILADELPHIA, Norcross & Abbott
PITTSBURGH, Stetson Shoe Shop
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PUEBLO, Crews-Beggs D. G. Co.
READING, Kathryn M. Anderson
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SAGINAW, Kuiper Bootery
ST. LOUIS, Hutcherson Shoe Co.
SALT LAKE CITY,
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Stetson Shoe Shop
WICHITA, KAN.,
Jones-O'Neal Shoe Shop
WILKES-BARRE, PA.,
Walter's Shoe Store
YONKERS, J. Cantor



In the photograph above, the author is being fitted for a tail-coat by the head cutter at Anderson and Sheppard's in London

A MAN'S DRESS PROBLEM



These new evening trousers with a high band are from Anderson and Sheppard—or have your tailor make them. Hawes and Curtis in London made the summer shirt, with a soft piqué bosom, collar, and cuffs. Saks-Fifth Avenue has a similar shirt

WE often hear it said that men understand nothing about women's dress; that they have no idea of the number of bags, hats, shoes, and gloves, as well as dresses, that a smart woman needs, or of how much these cost. Well, perhaps that is true. But what about the women? Do they understand a man's problem? They do not. They understand it no better than a man understands theirs.

The well-dressed man's problem is quite as complicated as the well-dressed woman's, and it demands almost as much time and just as much money—though I admit that there is far less to show for all this. Because the well-dressed man always looks

more or less the same, because he appears in much the same sort of clothes in the evening, during the day in town, at weddings, and in the country, year in and year out, women do not think that he has difficulties, too. They do not understand the necessity for a man's continually changing, replenishing, and caring for his clothes—just as a woman does. And one can not wonder, for not even the most fastidious man produces an effect that compares with that made by a woman who has taken the same amount of trouble.

Nevertheless, to be really well turned-out is a job in itself, though it is a routine business. There is none of the thrill of a woman's new hat, for the necessary neckties and shirts are merely matters of up-keep. But this up-keep is the secret of being well dressed.

Alas, men have no dress-thrills like those that women experience! We may order dark blue, instead of (or in addition to) black dress suits and dinner-jackets; blue, brown, or grey suits for day wear in town, and tweeds for the country—usually in brown, tan, or grey, with shirts, ties, and sweaters to match, or at least to harmonize. But the only fun to be had is in the buying of pyjamas and dressing-gowns, which may be, and (Continued on page 83)



Moccasin-type slipper, from Moykopf, London, or any New York custom bootmaker. Reversed calf monk shoe, from Lambert Smith, London, or Babers, Ltd., New York

A MAN'S DRESS PROBLEM



From Douglas, of Bond Street, is this soft leather gilet to be worn in place of a sweater or waistcoat Rogers Peet has it here

(CONTINUED FROM PAGE 82)

often are, the riotous numbers in the masculine wardrobe. Do not blame us for this. Modern standards of dress give us no other way to express ourselves in the matter of colour and luxury.

What horrors these pyjamas and dressing-gowns sometimes are—especially the pyjamas! But, I may add, these are often chosen by wives and sisters who, though they may have perfect taste in their own dress, seldom seem to apply it in the purchasing of men's clothes. Those striped wash silk materials, which make charming sports dresses, are not always attractive for men's pyjamas. They are, sometimes, a little ridiculous when worn by men. A man with good taste chooses plain, subdued colours.

A well-dressed man, like a well-dressed woman, must have a colour scheme behind his wardrobe. That is, the various items of his wardrobe must be chosen to combine harmoniously. For example, country clothes should be all in tans and browns, or all in greys. If he sticks to one basic colour, all his sweaters, ties, shirts, socks, and handkerchiefs will go with one another. But if he has some tweeds in brown, others in green, and others in grey, he requires twice the number of shirts, ties, and sweaters. This is also true of clothes for town wear. If a man sticks to dark blue and greys for town, his ties, shirts, and handkerchiefs are all wearable with all of his lounge suits. And this idea of keeping to a colour scheme in dress is an economy. For, though you ladies may not realize it, a man must have many clothes to be well-dressed—but not so many when his things go together.

How many? Well, the following list is not an exaggeration, as a foundation for an adequate wardrobe. At least one dress suit (in England, at least two are required, for men wear dress suits practically every night in town); two dinner-jackets (one single- and one double-breasted); a cutaway and striped trousers; two dark blue lounge suits, and at least two other lounge suits for town; a double-breasted grey flannel lounge suit, for both town and country wear in spring and autumn; and two tweed suits for country wear, one of which is heavy weight and the other of medium weight. In addition, he needs flannel trousers, at least two suits of tropical weight; made double-

breasted, to be worn without waistcoats for extreme hot weather; and special clothes for such sports as riding, golf, tennis, and swimming.

In the list of overcoats, there should be at least one dark blue double-breasted coat for town (this serves both for day and evening wear); a medium-weight tweed overcoat for country wear, travelling, and motoring; a heavy fur- or cloth-lined coat for cold weather; and a raincoat for stormy weather.

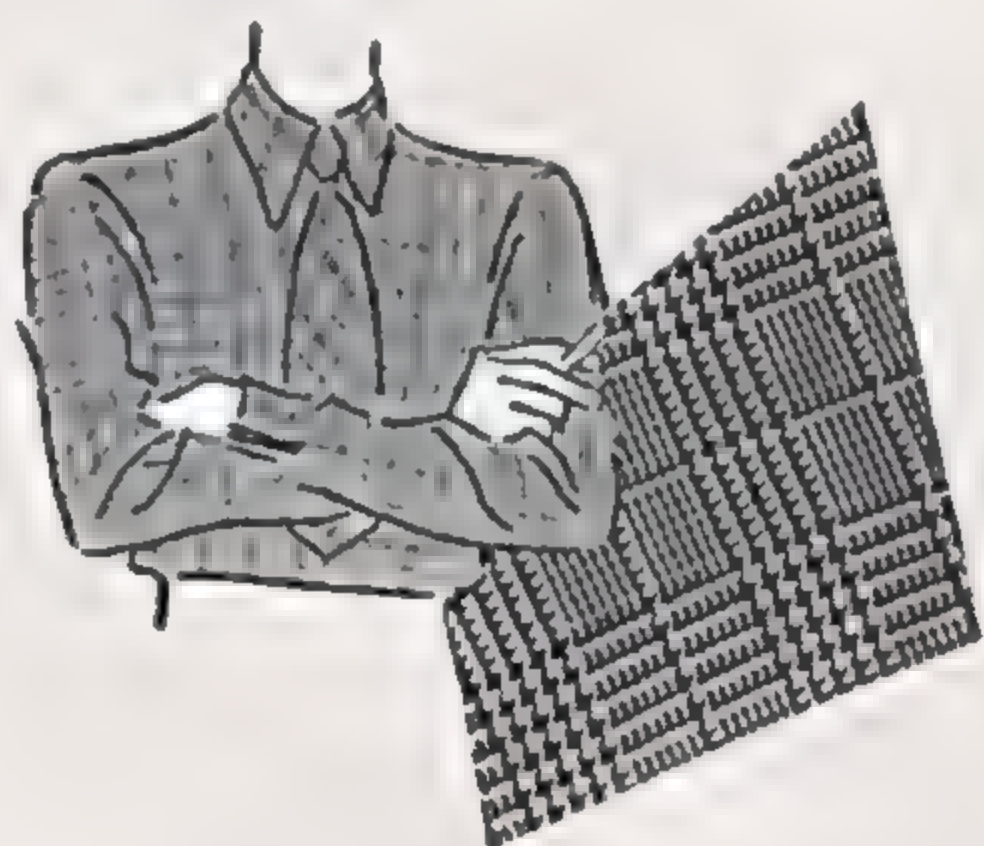
And in the matter of accessories—shirts for day and evening wear, ties, evening waistcoats, sweaters, separate jackets to wear with flannel trousers, handkerchiefs, pyjamas, dressing-gowns, and hats—the more the better. A man should have a bowler hat, a grey felt hat, a brown felt hat, a cap, a Panama hat, a top-hat, a straw boater, and a soft felt hat for country wear only.

And the ties, madam, when you buy them, should be in plain colours—or at the liveliest, with only tiny figures—

to match the suits with which they are to be worn. This principle applies equally to shirts, which are usually much smarter in plain materials than with patterns or stripes. A man can not be better dressed than when wearing a dark blue suit, a plain blue shirt, a plain or slightly figured dark blue tie, a blue-and-white handkerchief, and black socks and shoes.

Black socks with black shoes or brown socks with brown shoes should always be worn in town. Fancy and mixed socks should be kept for country wear—and even in the country, they should not be too fancy or too mixed as to colours.

In contrast to the ideal well-dressed man (in the blue suit just described), picture a man dressed in a mixed tweed suit, a striped or figured shirt, a patterned necktie, fancy socks, and a bright coloured handkerchief. Do you not see that he is dressed in the acme of bad taste for the city? Every accessory of his ensemble clashes with the others. Yet, this fault is easily altered by the substitution of a shirt in a plain colour, plain socks, and a necktie and handkerchief that are not noticeable—except that they blend with the general colour scheme. A man should have a harmony of colour in his dress—or, at most, not more than one (Continued on page 86)



With country tweeds, smart Englishmen wear monotone plaid shirts and thin flannel ties to match. Saks-Fifth Avenue will make them here

Princess Youth



SLIDES SO SUAVELY INTO SMART NEW FROCKS. Feels so light and *right*! Note the new Fall bust line, the *natural* line—subtly different—and how important those subtleties are now that we're showing the figure more than ever in gowns of slinky fit! . . . And Princess Youth has another subtle trick—all its own—a clever device for persuading your diaphragm to melt into planes discreetly flat . . . If you are anywhere between a 32 and a 44 there's a Princess Youth for you—styled to meet *your* combination of bust and hip measures, *your* preference for feather-light or firm materials (batistes, laces, satins, brocades). Prices \$3.50 to \$12.50. Astonishingly reasonable for this Aristocrat among Foundations . . . There are other exciting Princessa things too—step-ins, Comfolettes—a royal family worth knowing.

PRINCESSA FOUNDATIONS

By **NEWMAN**—200 MADISON AVENUE—NEW YORK

PARIS UNDER THE FRENCH

(CONTINUED FROM PAGE 24)

perfect décor against which Serge Lifar and the ballet girls from the Opera danced one moonlit evening. The girls, in white tulle skirts, let loose white balloons that floated up to the clear sky; and, as a final touch, there were white pigeons perched in the trees. Pictures such as these stay in your memory long after the gaiety of the party has been forgotten.

Mrs. Bloomingdale's ball will go down in history for the beautiful decorations done by Jean-Michel Frank, the famous modern decorator. The big ballroom of the Hotel Crillon was transformed into a white tent-like pavilion with trimmings of gold cord, gold fringe, and garlands of yellow roses. The balconies overlooking the Place de la Concorde were covered in white and gold and massed with yellow roses. The guests watched with delight the play of the wonderful illuminated fountains. Mrs. Bloomingdale, who knows so well how to entertain, had a surprise in the way of a cabaret at five in the morning—and every one was still there to enjoy it.

The number of young girls present was particularly noticeable at this party. This, it must be admitted, is an obvious touch of foreign influence (unless the French want to call it a natural development of the times), for one never used to see young girls in Paris until many seasons after they actually came out. The sight of them enjoying themselves at the large parties is a pleasure, and one hopes that it is not a temporary letting down, in the gala spirit of the moment. There were many parties, this season, for mother and daughter at which the mother appeared young and charming and the daughter smart in a way that a débutante in Paris has never been. The young girls have retained all the French tradition of beautiful manners, and it is delightful to see these modern girls curtsy to the older women.

COCKTAIL CUSTOMS

To go back for a moment to the tenacious way in which the French have guarded their own taste, it is amusing to note that, although cocktails appeared everywhere during the foreign supremacy in Paris, they have disappeared quietly now that the French are back in possession—at any rate, before dinner or lunch. For them, the cocktail hour, if any, is at six, and the women seldom drink cocktails at all. The French are inherent wine drinkers. There are bars all over Paris, but most of them are empty, since the only reason for their existence was the great influx of tourists. At the moment, the smartest bar in Paris is in the back of a little fruit and flower shop called "Jean de la Lune," where every one goes to drink fresh fruit juices at six. In the houses of the Rothschilds, who are all noted for their wine-cellar, cocktails are not served at all before dinner, now that they are entertaining their own countrymen.

But this is only one slight indication of the persistent Frenchness of the French. It is particularly noticeable in the way that the women have retained their own particular chic. It is evident when there are no foreigners around to confuse one's vision, that Parisiennes

do not all wear the "popular dress" from Chanel, Patou, Vionnet, or whoever it may be. The Frenchwoman of the truly elegant world has always depended upon her *vendeuse* to protect her against this catastrophe and advise her not to buy a certain dress because Madame la Comtesse X—whom she will meet dining in the same house—has it already. This is certainly contrary to the psychology of the average American, English, or Latin-American woman, who feels that a dress must be good if it is popular. For years, the designers have been so busy turning out "Fords" for rich foreign customers that they have not had time to do very much about their French clients. But now, the dress created for a certain woman and worn exclusively by her is beginning to reappear in Paris drawing-rooms.

INDIVIDUALITY

The display of personal distinction has been remarkable this season; coiffures, jewels, gowns, and accessories have all borne the imprint of individuality. Madame de Wendel, for example, arranges her hair in a manner entirely her own, with no recognition of the prevailing fashion for fringes and tight curls, and she wears her huge pearl on a silk cord that matches her dress. The Comtesse Jean de Polignac wears flowing, romantic gowns because they suit her; Madame Alfred Fabre-Luce never wears a long dress, because she likes to dance and sacrifices fashion rather than spoil her fun.

Nothing could have been more royal than the pageant at Longchamp on the night of the racing. This unique fête was the final touch of genius that gave this season in Paris a flair that will never be forgotten. The entire race-course was lit by reflectors that moved in the gentle breeze and turned the grass a pale, tender green, and the sky was lit by a full moon and an impressive array of stars. The horses looked sleek and shining under the light, and the jockeys, in their vivid shirts, looked like monkeys on their backs. In the paddock beneath a marquee, all of fashionable Paris—with a good sprinkling of foreign potentates—gathered for a champagne dinner, and after the racing, the Opera ballet girls danced in the moonlight. It was a fantastic and beautiful scene that had something of the glamour of the tournaments in the Middle Ages. (We show some photographs taken at these races, on pages 26 and 27.)

The influence that such an extraordinary entertainment has had on clothes is tremendous. Actually, all the men who sat in the tribunes turned out in high hats and white ties, something that hasn't been seen in such uniformity since before the War. And the women—it will take them a long time to get over the intoxication of their success in feathered hats and dinner-suits. All the birds that could be caught and plucked were used on small toques, tricorneres, or sweepingly large dinner hats. This one night sufficed to establish the dinner hat as the high-light of after-dark fashions for the coming winter. All the women loved wearing them, (Continued on page 87)



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AUTUMN

.....and your school wardrobe must include one or more of these "Clodhopper Knits" by Marinette. Made of fine wool and Rabbit Hair plaid, the fun of this one is that it is just right for class room or campus wear, and ideal for under your coat during the wintry blows.

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THE MAP OF

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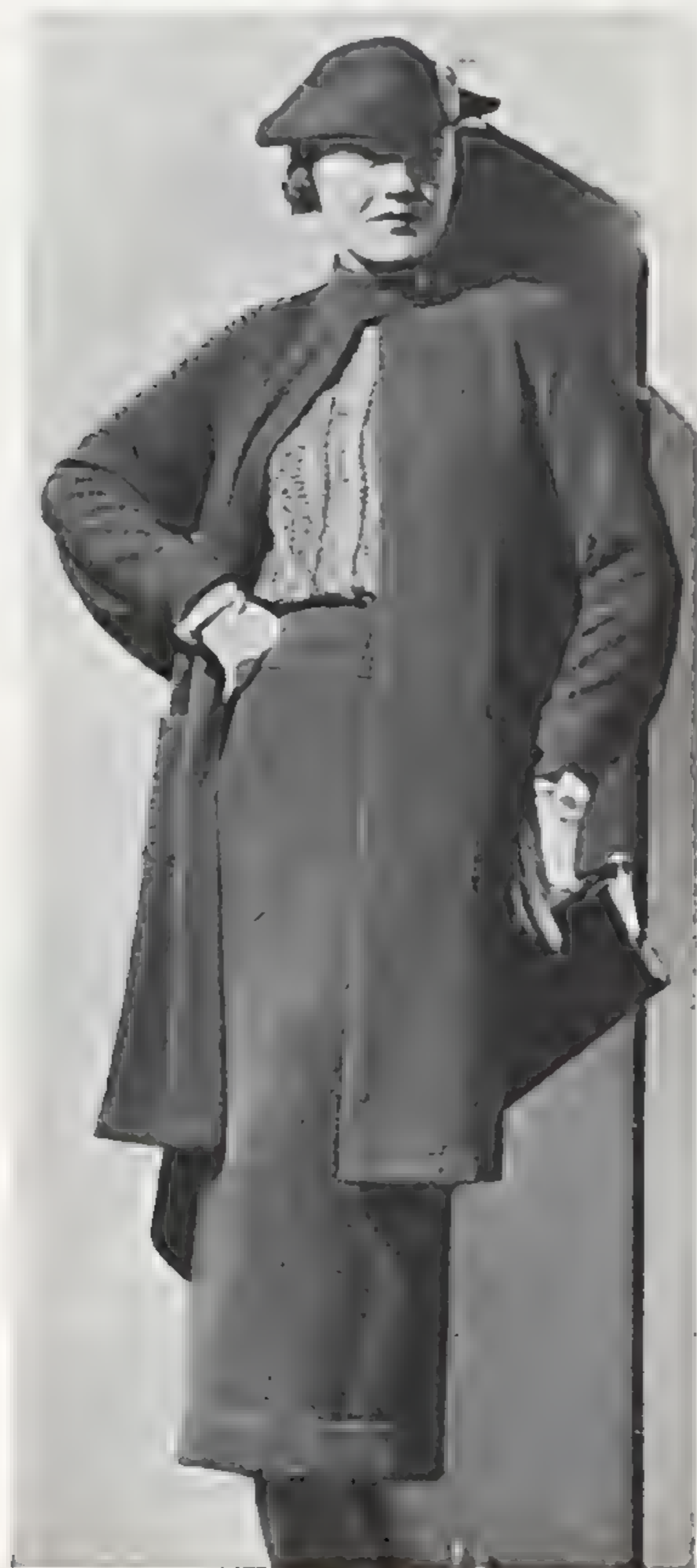
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Typical of WIL WITE knitted presentations is the SKYWAY, thrilling as the sunset flights of the air liners from Paris over the channel to London that inspired it... The aviatrix collar is NEW. The aero shoulders are NEW. The aileron pockets are NEW. The coat and skirt are knitted ribbed broadcloth; the blouse is knitted variegated mossette, original WIL WITE fabrics... Production being limited, WIL WITE knitted presentations obviously are confined to the more important stores. Priced from \$16.75 to \$45.00... WIL WITE, Merchandise Mart, Chicago; Mills, Olympia, Washington. Creators of the internationally renowned WIL WITE swimming suits, priced from \$4.45 to \$12.75.

A MAN'S DRESS PROBLEM

(CONTINUED FROM PAGE 83)

contrasting colour. If he sticks to this rule, he is safe.

In London, hats are rarely worn at night, when men are dressed in evening clothes, and this is increasingly true in New York. Nor do men carry sticks, nowadays—or wear white gloves, except when it is cold. Then, of course, a hat also is necessary, and for such times a man should have both a silk top-hat and an opera-hat. But the smart man who motors in the evening from one place to another needs nothing but an overcoat. Mufflers, gloves, hats, and sticks are all accessories that now belong to the Dark Ages, so far as evening goes.

Your smart young man, dashing about town at night during the London season, wears neither overcoat nor hat, and he is always dressed in tails and a white tie. What smart woman would not like to have him as a companion, at least as "window dressing?" He sets her off as no other man in the world does. And why? Because he looks like a gentleman, and he looks as though his clothes belong to him. On a dance floor, he has a certain grace, due partly to his clothes and the way he wears them. Naturally, the woman in his arms looks her best—for they appear to have come out of the same handbox. She does not seem to have hired him for the occasion. Yet, sometimes, that is what the American or the Frenchwoman appears to have done—so great is the contrast between the woman and her pathetic-looking, but indispensable male companion. Therefore, madam, take your young man in hand and slick him up. He won't be any the worse for it—and you will look a hundred per cent. better in his company.

Do not expect a miracle without some assistance on your part. Due to the nature of men's clothes, they are expensive (only good clothes are ever worth buying), and they must be numerous. But they last a long time, if taken care of as they are in England. Englishwomen, unlike women in America or France, have always known and appreciated the importance of keeping men's clothes properly.

What most American women do not realize is that a valet is as useful to a man as a maid is to a woman. Yet in most American households, where the woman has a maid, the man has not a

valet—nor is any one else detailed to look after his clothes. His clothes are sent out, from time to time, to what is called a Valet Service, which all too often spells destruction to men's clothes. There are, unfortunately, cleaners and cleaners, and in many Valet Services, clothes are pressed by steam, the nap of the material is ruined, the shape of the coat is destroyed, and the silk facings on the lapels of evening clothes become as shiny as patent leather. And the American man's shoes? They are rarely cleaned at home. He, poor devil, is at the mercy of the bootblack who drops into his office some time during the morning and merely applies some indifferent cream with a lick and a promise.

Occasionally, I am convinced, the wife of this same man (when she looks at him consciously) regards him with horror and disapproval. Naturally, he looks like nothing on earth. But it is her fault, for she has organized her household without any regard for the appearance of the male member of the firm. Existing conditions are against his looking otherwise; so he lets it go at that.

Oddly enough, most Americans look upon valets as the last word in extravagance. In point of fact, they are just the reverse. An adequate wardrobe for a man represents a large sum of money. I should say, roughly, between three and five thousand dollars. (This sum is not at all exaggerated.) But if clothes representing this sum are not looked after—brushed, cleaned at regular intervals, pressed, and repaired—they will not wear, and the man in them will look as badly dressed as if he had a mediocre wardrobe. An automobile costing a like sum generally receives much more attention than its owner's wardrobe. Why? Because it is a family possession—one of the woman's accessories. Well, so is the man—so why not give him at least the same attention?

JOHN McMULLIN

• If you write to *Vogue Information Service*, enclosing a stamped addressed envelope, we shall be very glad to show you how we have arrived at these figures and to give budget suggestions for complete wardrobes of several differing price ranges.



To your waiter or wine merchant, specify "B & G" when you want Claret, Sauternes, or Burgundy... so that you may enjoy that rare quality whose fame has been growing for 200 years. Send 25¢ for The Schenley Wine Book—Schenley Import Corp., Room 556, 18 West 40th Street, New York.



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Unity & Elizabeth Streets, Phila., Pa.
The new EDERLIN STYLE BOOK of well-designed suits, blouses, dresses, accessories, for year-round wear, is now ready... send only 25c.

PARIS UNDER THE FRENCH

(CONTINUED FROM PAGE 84)

even with low décolletage and no sleeves, and they are not going to let so becoming a fashion disappear. Large dinner hats will probably be turned up sharply at one side to make dancing possible, but comfort rarely can compete with beauty.

All of Paris was in a state for weeks before the night racing, wondering what was the proper costume for such an occasion. There was no precedent to go by, but the designers, with practically one accord, fell on the dinner-suit as the perfect solution. There were some beautifully dressed women who clung to formal evening dresses, without hats, and wore fur scarfs over their shoulders, or Reboux's ostrich capes.

Even though the season has been predominantly a French success, the British Embassy garden-party held its own and can't be ignored. It is always a sort of French Ascot—the only occasion when the French wear tulle and long dresses and picture hats in the afternoon. This year, with the large hats, the tiny parasols, and the nineteenth-century tendency in clothes, the garden scene was particularly lovely. Some of its success might be attributed to the great enthusiasm with which the new Ambassador, Sir George Clerk, and his wife, Lady Clerk, have been received in Paris. It is said, particularly by the feminine contingent, that he is the best-looking man in Paris. Lady Clerk's dinners during the season have been beautiful, as well as gay, for her table has been set with the

famous silver-gilt service, once owned by Pauline Borghese, which now belongs to the Embassy. With this, she has used quantities of pink sweet-pease.

At Versailles, Sir Charles and Lady Mendl gave dinners every Saturday night during the season, with a cinema to follow; always a picture that had not yet been shown in Paris. There, one dines out-of-doors in the magical garden so ingeniously lit by Wendel. At her last party, Lady Mendl had huge urns of flowers placed at various points in the garden and illuminated, just as a picture might be. The cards that the guests received before dinner directed them to the table of a certain coloured flower. The Edouard de Rothschilds used the same idea, but their cards read "The table of the white orchids," "The table of the yellow orchids,"—all very beautiful, and lavish, and delightful.

Paris has always had charm, even when every café seat was filled by a tourist, and now that the French populace themselves are storming the cafés and the exclusive families have opened their doors once more and are entertaining brilliantly, the place is enchanting. However, when its gaiety and attraction get too infectious and the tourist finds enough money to respond—beware. For the French—the sensitive French—may take fright and go into hibernation again. Unquestionably they have a possessive love for Paris that makes them enjoy it more when it is not too much invaded by foreigners.

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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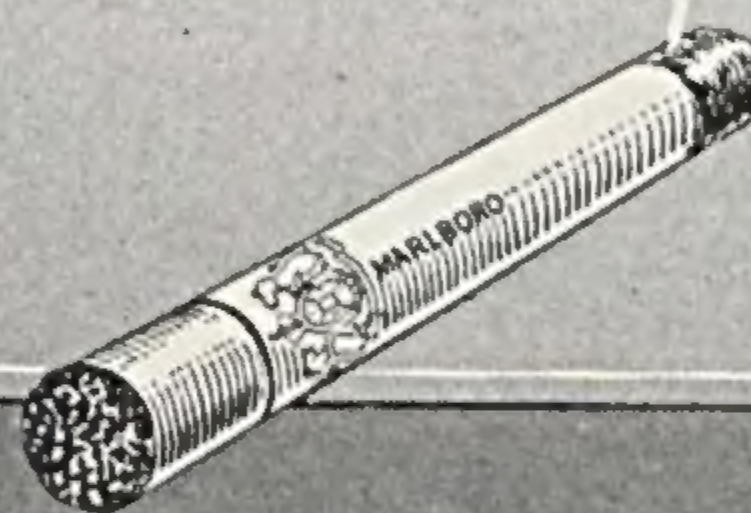
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- Chic is a matter of information, not of income. Wrong things are often costlier than right. What you leave off is more important than what you put on. Guided by Vogue, you may look smart on a \$100 expenditure, while uninformed women look frumpish in \$10,000 worth of mink and pearls.
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THE discriminating owners of these enchanting bedrooms have chosen the lovely new colors of Chatham Blankets to add interest to the decorative motifs. These rooms, entirely different in character, illustrate how beautifully Chatham's exquisite new shades combine with every type of furnishing.

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Nine joyous colors from which to choose . . .

There are delicious pastels for the truly feminine, and rich, deeper shades for those whose rooms have a more vital personality. And each is so satisfyingly *right* that the most fastidious will applaud them.

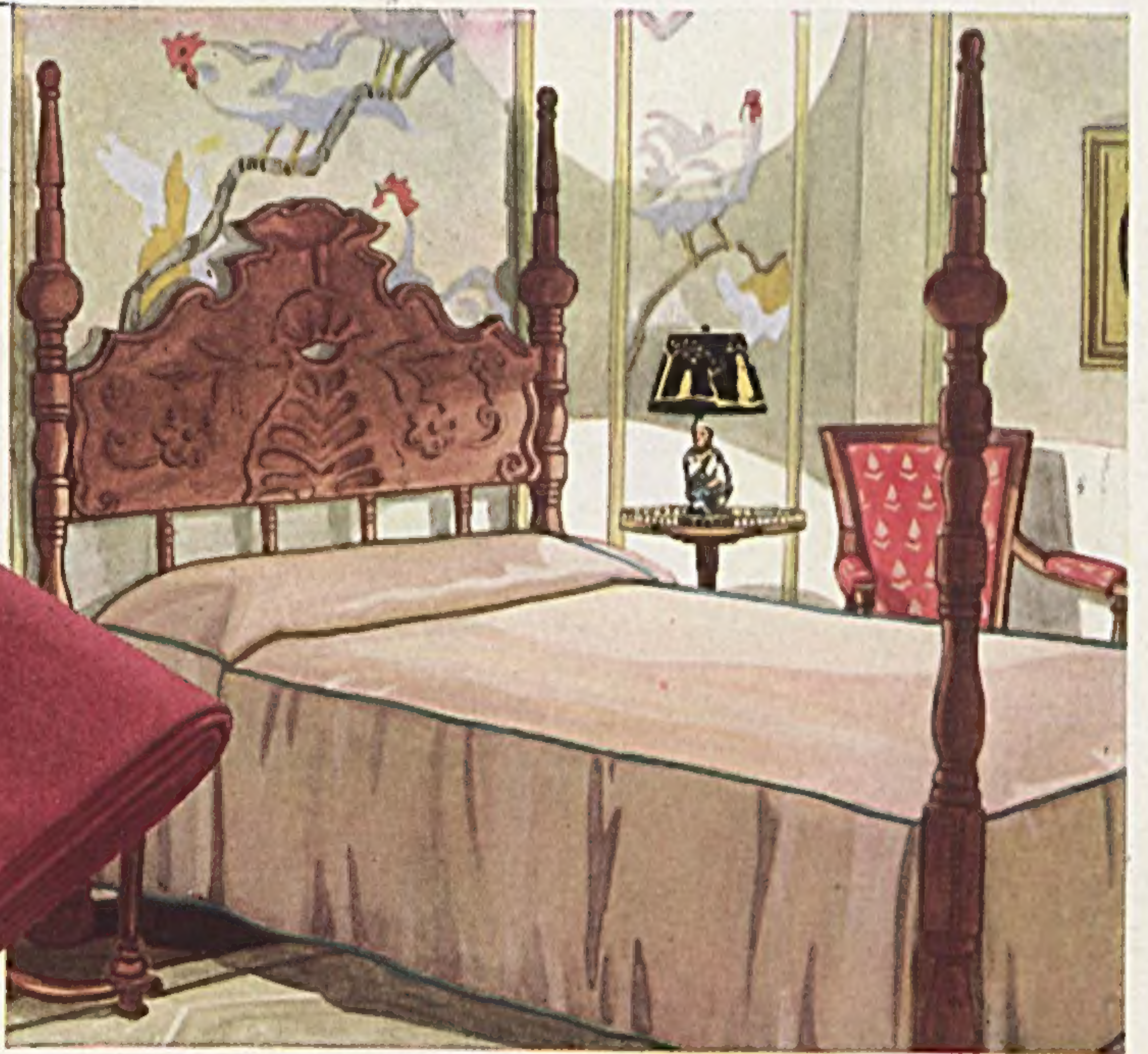
And while you lose your heart to their loveliness, your practical judgment will approve their excellent quality. For Chatham Blankets are made from finest selected wools, pre-shrunk and closely woven. The lustrous silk bindings are luxurious and long wearing.

All colors are fade-proof and wash-proof . . . and every Chatham Blanket is constructed to give you a lifetime of service.

A well-stocked blanket closet is a necessary requisite of the well-appointed home. The democratic price of Chatham Blankets makes it possible for you to have the correct shades for a glamorous color ensemble for each bedroom without feeling extravagant.

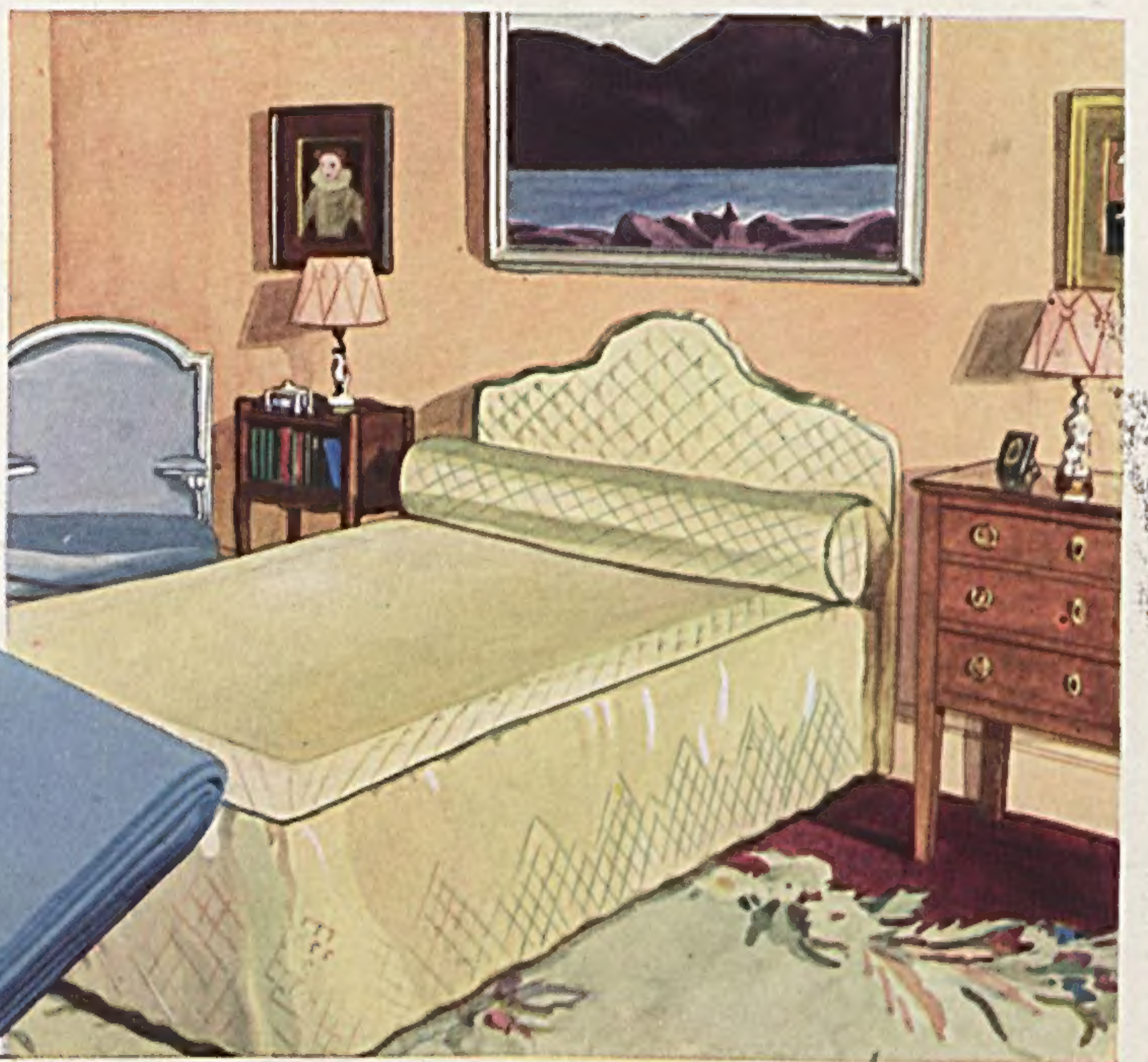
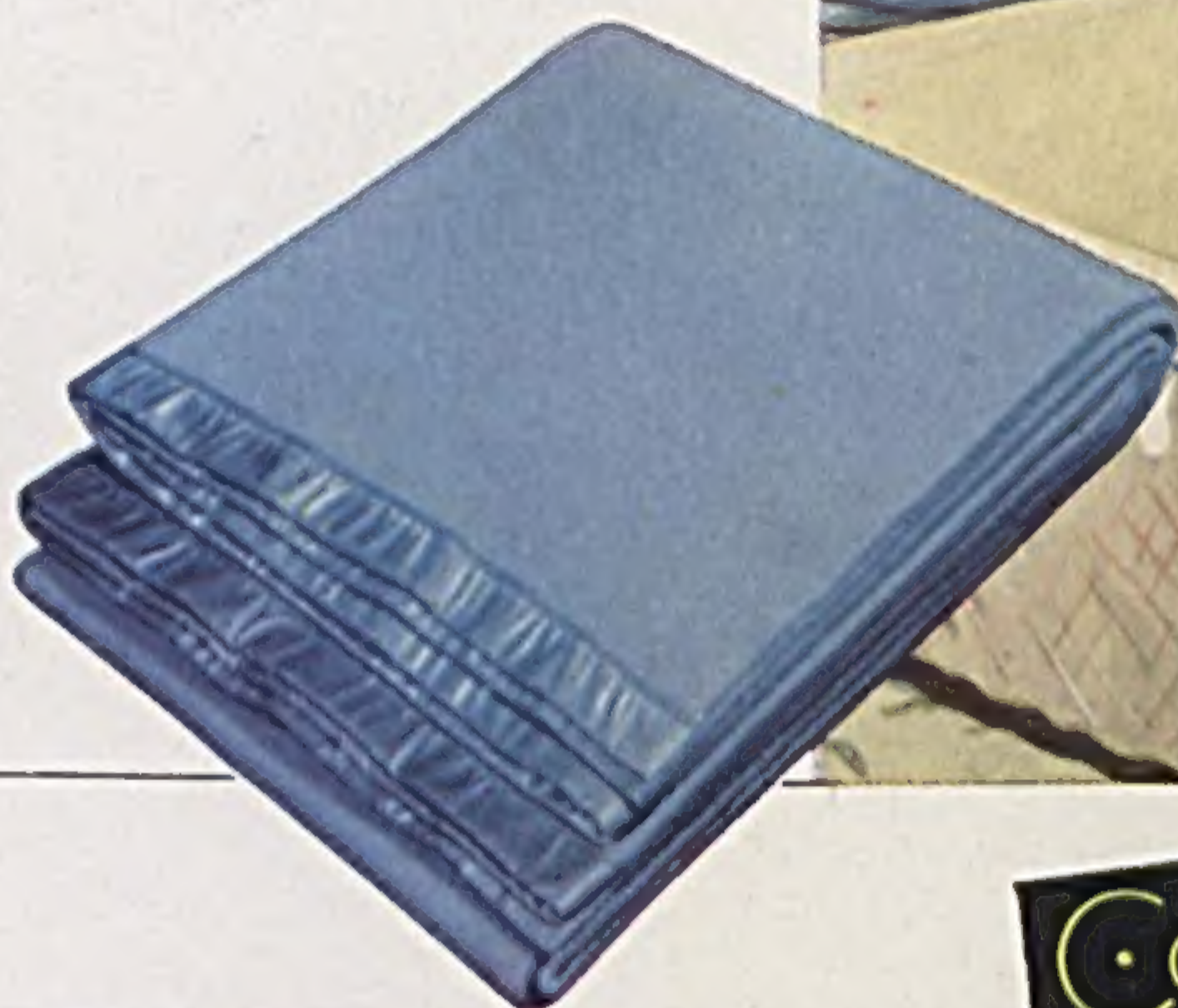
Mrs. Philip Boyer

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